

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)	
)	
2006 Quadrennial Regulatory Review – Review)	MB Docket No. 06-121
of the Commission’s Broadcast Ownership)	
Rules and Other Rules Adopted Pursuant to)	
Section 202 of the Telecommunications)	
Act of 1996)	
)	
2002 Biennial Regulatory Review – Review)	MB Docket No. 02-277
of the Commission’s Broadcast Ownership)	
Rules and Other Rules Adopted Pursuant to)	
Section 202 of the Telecommunications)	
Act of 1996)	
)	
Cross-Ownership of Broadcast Stations)	MM Docket No. 01-235
and Newspapers)	
)	
Rules and Policies Concerning Multiple)	MM Docket No. 01-317
Ownership of Radio Broadcast Stations)	
in Local Markets)	
)	
Definition of Radio Markets)	MM Docket No. 00-244

COMMENTS OF MEDIA GENERAL, INC.

(Volume 2: Statement of Professor Adam Clayton Powell, III, Appendix 4A with Exhibits)

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October 23, 2006

STATEMENT OF ADAM CLAYTON POWELL, III

I am the Director of the Integrated Media Systems Center, the National Science Foundation's Engineering Research Center for multimedia research, at the University of Southern California's Viterbi School of Engineering. I am also a Senior Fellow at the USC Center on Public Diplomacy and served until last year as a Visiting Professor of Journalism at the University of Southern California's Annenberg School of Communications.

Previously, I served as general manager of WHUT-TV, Washington, D.C., and KMTP-TV, San Francisco, California, the nation's first and second African American-owned public television stations, respectively. I have also served as Director and Vice President for Technology Programs of the Freedom Forum, Executive Producer at Quincy Jones Entertainment, Vice President for News and Information programming at National Public Radio, Manager of network radio and television news for CBS News, and News Director for all-news radio station WINS, New York.

I have authored or contributed to a number of books on broadcasting, journalism, emerging media, and other communications issues. Most recently, I authored a book entitled *Reinventing Local News: Connecting Communities*

through New Technologies. I have written pieces on media and communications issues for a number of publications, including *The New York Times*, *Wired*, *Online Journalism Review*, and *Black Issues in Higher Education*. A more detailed biography and complete copy of my C.V. follows this introductory statement.

The following statement provides an overview of the convergence efforts undertaken by Media General, through its subsidiary companies, in six United States television markets where the company owns both television stations and one or more daily newspapers. To prepare this statement, I conducted extensive telephone interviews with representatives from each Media General outlet in each of these six markets. I have also reviewed the filings previously submitted by some of these television stations as part of the FCC license renewal process.

My report on each market follows as Exhibits A through F. Attached to each market report are exhibits providing more detail.

As can be seen from the six reports, it is clear that in each of the six converged markets, the communities served benefit by increased news coverage, expanded public affairs service, and greater community service from the six

licensed television broadcasters than would have been the case absent convergence.

The depth of journalism and public service enabled by convergence is without question documented in these markets, and the geographically broader and editorially more intensive and responsive public service is demonstrated in each of the six markets.

By any definition of localism or community service, these are all examples of outstanding public service that stand as models which could well be emulated by large- and major-market licensees.

It is also interesting to note that these licensees reflect levels of community involvement and (although this is no longer required by the Commission) ascertainment of critical community issues that are superior to those licensees with far greater resources.

Despite the significant benefits that convergence has brought to these markets in terms of quantitative and qualitative improvements in news delivery, it has not, contrary to some critics' fears, resulted in any reduction of news department staffs. Indeed, in implementing its convergence efforts, Media General has increased the news staffs at each of its cross-owned television stations.

The results achieved by Media General have been possible, in my view, because the different media platforms in each market are commonly owned. It is difficult, and at times nearly impossible in my experience, absent common ownership, to create collaborative and integrated working environments that are both durable and effective, particularly when they involve journalists with differing backgrounds, goals, and, at times, interests. Therefore, the only way these results are likely to be replicated is for the Commission to allow and, indeed, encourage common ownership of newspapers and broadcast television stations in markets of all sizes. Further, it is my opinion that competition will encourage the formation of multiple pairs of commonly owned newspapers and television stations in each DMA, each seeking to increase its reach by serving their communities with the same increased news coverage, expanded public affairs service, and greater community service demonstrated repeatedly and conclusively in these markets by Media General.

Communities of all sizes can and should be allowed to receive the benefits of common ownership. What follows is a powerful lesson. And, it teaches that it is the Commission's obligation to enhance localism by eliminating

all restrictions on the common ownership of newspapers and broadcast television stations.

While these trends are evident, a much more rapid trend has become obvious: an explosion of voices in all media. A far more numerous and diverse universe of voices has become available in even the smallest markets. In print, the continuing plunge in the cost of desktop publishing and similar tools has resulted in a profusion of new outlets in print. But even more dramatic, the adoption of the Internet for text, audio and video has far exceeded anything that could have been imagined even 15 years ago. The millions of new voices on the Internet, again even in the smallest markets, means that a diversity of voices is now apparent and is growing only more so at an accelerating pace. Accordingly, concerns regarding a lack of diversity of voices even in the smallest markets are arguably no longer applicable.

ADAM CLAYTON POWELL, III

Adam Clayton Powell III is Director of the Integrated Media Systems Center, the National Science Foundation's Engineering Research Center for multimedia research, at the University of Southern California's Viterbi School of Engineering. He is also a Senior Fellow at the USC Center on Public Diplomacy.

Prior to joining the USC faculty in 2003 as a Visiting Professor at the Annenberg School for Communication, he was General Manager of WHUT-TV, the nation's first African American-owned public television station, adding several hours per week of local prime time news and public affairs programming. He also was the founding General Manager of KMTP-TV in San Francisco, the nation's second African American-owned public television station, which he helped put on the air in 1991.

Before joining WHUT-TV, Powell helped form and then run the Internet and computer media technology programs over a period of fifteen years at the Freedom Forum, as a consultant (1985-1994), then Director (1994-1996) and finally Vice President/Technology and Programs (1996-2001), supervising forums in around the world on information technologies and new media for journalists, media managers, educators, policy makers and researchers.

Powell also served as an Executive Producer at Quincy Jones Entertainment, where he produced Jesse Jackson's weekly television series (1990-1991) and developed nonfiction television projects; Vice President/News and Information programming at National Public Radio (1987-90); a Manager of network radio and television news for CBS News (1976-81), and News Director of all-news WINS (1973-76) in New York, introducing the 22-minute news format. He also was Co-Producer of "Keep the Faith, Baby," a Paramount/Showtime dramatic motion picture biography of his father, Congressman Adam Clayton Powell, Jr., which premiered on 125th Street in Harlem and then on television in February, 2002.

Powell has extensive experience in Africa, most recently supervising a team of USC graduate students in South Africa in the summer of 2004. Previously, he conducted Freedom Forum technology training programs in all parts of the continent, from Cairo to Cape Town and from Accra to Nairobi, planned and supervised the 1993-94 National Association of Black Journalists exchange program with South Africa and worked with Nigeria's television authority in the

1980's to upgrade its engineering and journalism broadcasts.

Powell has written for publications including *The New York Times*, *Wired*, *Online Journalism Review* and *Black Issues in Higher Education*. He is the author of *Reinventing Local News: Connecting Communities through New Technologies* (Figueroa Press, 2006) and co-author of *Lethargy '96: How the Media Covered a Listless Campaign* (Freedom Forum, 1996). He has also contributed to several recent books, including *Democracy and New Media* (MIT Press, 2003), *Digital Journalism: Emerging Media and the Changing Horizons of Journalism* (Rowman and Littlefield, 2003) *Encyclopedia of International Media and Communications* (Elsevier Science, 2002), *The Digital Divide: Facing a Crisis or Creating a Myth?* (MIT Press, 2001), *Electronic Democracy: Using the Internet to Influence American Politics* (2nd edition) (Independent Publishers, 2001), *NextMedia Reader: New Technology and the American Newsroom* (American Society of Newspaper Editors, 1999), *The Internet for Broadcasters* (Sypha, 1996), *Radio: the Forgotten Medium* (Transaction, 1995), *Death by Cheeseburger: High School Journalism in the 1990's and Beyond* (Freedom Forum, 1994) and *Demystifying Media Technology* (Mayfield, 1993).

Powell has testified before the Senate Foreign Relations Committee on public diplomacy and new technology. He also helped launch the USC Center on Public Diplomacy and taught its first course, International Broadcasting, in 2004.

Among the awards Powell has won are the 2004 Award for Network TV and Major Market Commentary from the National Association of Black Journalists for his weekly commentaries on WHUT-TV in Washington; the 1999 World Technology Award for Media and Journalism sponsored by *The Economist* magazine; the Overseas Press Club Award for international reporting for a series of broadcasts he produced on Iran; and Associated Press Awards for regional reporting for coverage of New York City. In 2004, Powell was named one of America's "Digital 100" leaders by *Digital Media* magazine.

8/21/06

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ADAM CLAYTON POWELL, III

2003-Present University of Southern California

2005-Present Director, Integrated Media Systems Center, the National Science Foundation Engineering Research Center for multimedia, located at the USC Viterbi School of Engineering, supervising multi-million-dollar audio, video and haptic research activity in display and communication technologies. Helped attract several new industry partners in his first year, including Disney, Google, Honeywell, Microsoft and MacNeil-Lehrer Productions. Partnered with USC Annenberg School on advanced research on journalism tools, partnered with Washington, D.C., public schools on deploying K-12 educational technologies and co-sponsored the inaugural Fulbright Research Chair with the USC Center on Public Diplomacy, of which he is still a Senior Fellow.

2003-2005 Visiting Professor, USC Annenberg School, and Senior Fellow, USC Center on Public Diplomacy, developing new courses on international broadcasting and related "soft power" topics and testifying at Senate hearings on public diplomacy. Also contributor to USC's Online Journalism Review [www.ojr.org] and coordinator of a year-long research project on the future of local news on radio, television and the Internet, focusing on best practices, enabled by changes in technology that afford increased service to local communities and neighborhoods.

2002-2004 WHUT-TV (PBS) Washington, D.C.

2002-2003 General Manager, responsible for all operations of WHUT-TV, channel 32 in Washington, D.C., the first African American-owned PBS station, and the campus cable channels. Quadrupled WHUT-TV's local television production, replacing all of Friday and most of Sunday prime time with local news, information and education programs. Quadrupled live international news broadcasts and devoted 8-10 p.m. every Thursday to African programs, many never before seen in the U.S. Created fundraising effort and started external independent auditing.

2003-2004 Commentator, "Evening Exchange." Won the 2004 National Association of Black Journalists award for network and major market TV commentary for weekly WHUT broadcasts.

1985-2001 Freedom Forum (formerly Gannett Foundation)

1996-2001: **Vice President, Technology and Programs** coordinating all technology programs for the Freedom Forum and directly supervising the foundation's media technology conferences and seminars. Created and is executive producer of the foundation's weekly magazine program on NPR Worldwide and of the foundation's daily Internet audio service. Winner of 1999 World Technology Award for Media from the World Technology Network co-sponsored by The Economist magazine. Web site also won *The New York Times* Web site of the day and "Times Pick" award by the *Los Angeles Times* for best Web site.

1994-1996 **Director of Technology Studies and Programs** at the Freedom Forum Media Studies Center at Columbia University, coordinating investigations of new information technologies and organizing forums for researchers, educators and journalists in New York City, Arlington, Oakland, London and Hong Kong.

In 1990 and 1993, served two appointments as Media Studies Center **Fellow**, focusing on two areas: in 1990, unanticipated consequences of technological innovation in newsrooms, and in 1993, the state of media in South Africa, including arranging a forum with Nelson Mandela at the Freedom Forum and coordinating a 1993-94 exchange of U.S. and South African journalists. Also **Visiting Scholar, Columbia University**, 1990-91 and 1992-93.

1985-1994 **Lecturer and Consultant** at the Media Studies Center from the Center's start in 1985, addressing quarterly Technology Seminars for journalists, media managers, researchers and journalism educators on topics including management of newsroom computer systems, fiber optics, and the impact of new technologies on management and ethics. Conducted research on the introduction of videotape as a replacement for film as a primary television news gathering format and contributed articles to publications on numerous topics (see list, below).

ADAM CLAYTON POWELL, III

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1990-1994 Quincy Jones Entertainment

1990-1991 Executive Producer, JESSE JACKSON, one-hour weekly television series; 1991-1993: Producer, JOHN BROWN'S RAID, movie for cable TV; 1994: Consultant, Business Development.

Joined Jesse Jackson's program after its fourth episode, completely changing format, structure, set and approach of the program. Traveled to originate from Los Angeles and Harlem's Apollo Theater. Reduced per-episode spending sharply. Designed and executed marketing plan that held 135-station lineup intact. (CNN acquired the program in 1991.) Also 1991-92 consultant helping assess opportunities for new communications ventures, including representing QJE in South Africa.

**1990-1992 General Manager and Program Director, KMTP
Television, San Francisco**

Helped launch a new full-power public television station devoted to multicultural programming, the second minority-owned PBS station in the U.S. Responsibilities included assistance with raising funds for construction and first year of operation, managing all phases of construction and startup, and developing all programming.

**1987-1990 Vice President, News and Information
National Public Radio**

Strengthened programming, broadened coverage, diversified staff at all levels, and increased audience. Expanded to day-long news coverage with hourly updates, started live call-in programs (now TALK OF THE NATION) and enhanced events coverage. Hired and promoted women and minorities at every level. Initiated NPR's first basing of staff reporters in Asia, Africa and Latin America. Supervised series of reporting projects that won every major award, including the Peabody, Columbia-duPont, Armstrong, Ohio State and Overseas Press Club awards. NPR news audience increased 25%, up from zero growth in 1986-7.

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**1986-1989 Member, National Communications Advisory
Panel, Office of Technology Assessment**

Advisor to three-year study of communications technology for the U.S. Congress, focusing on legislative and regulatory issues affecting all communications, from high-speed data links to postal service, embracing hardware issues and economic and political concerns.

1982-1994 President, Powell Communications

Headed television and radio consulting firm providing media services for clients in the U. S. and overseas, including the Ford Foundation, the Nigerian Television Authority, and the U.S. government, and acquiring radio and television stations in different parts of the U.S.

**1981-1982 Director of News, Satellite News Channels
ABC News/Westinghouse Cable**

Responsible for startup of live twenty-four-hour national all-news cable service.

Shaped format and on-air presentation; helped recruit a diverse staff of 200 journalists and technicians; and supervised news-gathering operations at bureaus and ABC and Westinghouse television stations in over twenty cities. (SNC was subsequently sold to and folded into CNN.)

1976-1981 Manager and Producer, CBS News, New York

Joined CBS News as **Manager of network radio operations**, handling daily assignments of over forty network correspondents, reporters, producers, editors and writers. Responsible for screening candidates for radio and television editing and writing positions, significantly increasing representation of women and minorities on network staff. Coordinated affiliate station advisory groups. Management Information Systems liaison for the News Division, managing newsroom computer program. Produced coverage of major breaking stories and Presidential trips overseas. Won the **1979 Overseas Press Club award** for a series of 20 "instant" specials on the Iranian revolution.

ADAM CLAYTON POWELL, III

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CBS News, continued

In 1979, promoted to **Manager of Special Events and Political Coverage** for television and radio, covering the 1980 campaign from the Iowa caucuses through the primary elections, the conventions, and fall campaign and election night.

After the 1980 election, appointed **Coordinating Producer** of the CBS MORNING NEWS, then anchored by Charles Kuralt. Duties centered on organizing reporting for the following day's broadcast. Also produced political reports and occasional investigative stories for the broadcast.

1973-1976 News Director, Editor; WINS-AM, New York

Hired as editor for New York's first all-news radio station, promoted to News Director in 1974. Helped inaugurate the twenty-minute format ("You give us twenty-two minutes, we'll give you the world") that is still used by the station decades later. Increased local and regional reporting on a flat and declining budget. While News Director, WINS rose to become the number one station in New York in cume (total listeners, age 12 and higher). Won Associated Press Award for best regional reporting.

1971-1972 Assistant News Director, WRVR-FM, New York

Joined as Interim Program Director to guide transition from non-commercial eclectic format to commercial news-talk. Moved to permanent assignment as Assistant News Director when the format changed; also served as **anchor and executive producer** of morning drive news broadcast.

1968-1970 Assistant to the News Director, WCBS-TV

Responsible for budgeting and long-range planning during expansion of news department at CBS flagship station in New York. Also served as special events producer, working on elections and live events coverage, and as vacation relief field producer of the weekly documentary series EYE ON NEW YORK, which won a New York Emmy Award.

Memberships:

(in alphabetical order)

Academy of Political Science

American Academy of Political and Social Science

Information Technology Association of America *Diversity Task Force 2002-2003*

Institute for Interactive Journalism, *Board of Advisors*
(*predecessor organization: Pew Center for Civic Journalism, Board of Advisors, 1992-2002*)

International Journal of Communication, Advisory editor

International Reporting Project, Johns Hopkins University
School of Advanced International Studies, 2006-

Internet Society, 1995-present, *Presenter: 1997, 1998, 2000, 2002 conventions; Nominating Committee, 1999-2000*

Journalism Studies quarterly, Editorial Board

National Association of Black Journalists

National Society of Black Engineers

Pew Internet and American Life Project, Board of Advisors

Public Diplomacy Council, 2003-present; *Board of Directors, 2005-Present*

Society of Professional Journalists

Syracuse University, School of Information Studies, *Board of Visitors*

Telecommunications Policy Research Conference
Board of Directors, 2001-present, Secretary 2003-Present

World Technology Network [<http://www.wtn.net/>], 1999-present; *Chair, Media and Journalism, 2003*

Selected Publications:

"Many Voices: Is Anyone Listening" (chapter), *America's Dialogue with the World*. Public Diplomacy Council, scheduled for publication fall, 2006.

Reinventing Local News: Connecting with Communities using New Technologies. Figueroa Press, 2006.

"What Is and Isn't Journalism Now?" Rhodes Journalism Review, issue 25, 25 November 2005.

"In U.S. Newsrooms, Still a Monochromatic World," *Black Issues in Higher Education*, July 28, 2005.

"A Recipe for Homegrown News." Online Journalism Review, December 17, 2003.

"Satellites, the Internet and Journalism" (chapter), *Digital Journalism: Emerging Media and the Changing Horizons of Journalism*, Kevin Kawamoto, editor; Rowman and Littlefield, 2003.

"New York Times Reporter Has Seen It All Before, and He's Still Pessimistic." Online Journalism Review, October 15, 2003.

"All Arnold All the Time: Coverage of the California Recall Campaign." Online Journalism Review, September 18, 2003.

"Democracy and New Media in Developing Nations: Opportunities and Challenges" (chapter), *Democracy and New Media*, Henry Jenkins, editor; MIT Press, 2003.

"Local News: What's Old Is New Again." *Feedback: the Journal of the Broadcast Education Association*. Spring, 2003.

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Selected Publications (continued)

"New Media" (co-author), *Encyclopedia of International Media and Communications*, Elsevier Science, 2003.

The Digital Divide: Facing a Crisis or Creating a Myth? (contributor), Benjamin Compaine, editor; MIT Press, 2001.

"How New Media and Online Journalism Are Changing Diplomacy." *IMP: Magazine on Information Impacts* [www.cisp.org/imp/], July 2001 special Issue, "Diplomacy in the Information Age."

"Technicolor: Is the Digital Divide Growing?" *Industry Standard* magazine, San Francisco, June 4, 2001.

Introduction, *Electronic Democracy: Using the Internet to Influence American Politics* (2nd edition), Graeme Browning, Independent Publishers, 2001.

"Digital Technology and Journalism Ethics in the Pacific" (co-author). *Media Ethics Quarterly*, Emerson College, Boston, spring 2001, volume 12, number 3.

"Children, the Internet and Free Speech." *Media Studies Journal*, Freedom Forum, New York City, Winter, 2000-2001.

"Net Sustenance." *Industry Standard* magazine, San Francisco, November 13, 2000.

Contributing writer, *Crusaders, Scoundrels, Journalists*. Random House, 1999.

"Falling for the Gap," *Reason* magazine, Los Angeles, November, 1999.

The First 100 Feet: Options for Internet and Broadband Access (Steering Committee, co-convener), Harvard Information Infrastructure Project, Cambridge, 1999.

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Selected Publications (continued)

"Is Your Site Accessible: Wheelchair Ramps for the Information Superhighway," *Reason* magazine, Los Angeles, July 1999.

NextMedia Reader: New Technology and the American Newsroom, contributor, American Society of Newspaper Editors, April, 1999.

"Books that Predict the Future -- and Books that Don't," *Reason* magazine, Los Angeles, December, 1998.

"Intelligent Agents and Online Freedoms." *Media Ethics Quarterly*, Emerson College, Boston, winter 1998, volume 10, number 2.

"TV Worth Selling." *Reason* magazine, Los Angeles, November, 1998.

"Satellite Imagery and the Ethics of a New Technology." *Media Ethics Update*, Emerson College, Boston, fall 1998, volume 10, number 1.

"Wiring the Gaps." *Reason* magazine, Los Angeles, July, 1998.

"Digital Dissident." *Wired* magazine, San Francisco, April, 1998.

"The Broadcast Giveaway: When 'the Public Interest' Means Free Ads for Politicians." *Reason* magazine, Los Angeles, April, 1998.

"Hats off to Unofficial Journalism." *Reason* magazine, Los Angeles, February 1998.

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Selected Publications (continued)

"Singapore Model Controls Political Content." *Netpulse* magazine (www.onlinepolitics.com/news), July 17, 1997.

"The 'Daily Me' Is not the End of Democracy." *Baltimore Sun*, May 17, 1997.

"Hong Kong Blues: the Media Forecast Is Dark and Gloomy." *Reason* magazine, Los Angeles, June 1997.

Lethargy '96: How the Media Covered a Listless Campaign (co-author with John Mashek and Lawrence McGill); Freedom Forum; Arlington, Virginia; 1997.

"New Media Technology and the Death of Ethics." *Media Ethics Update*, Emerson College, Boston, fall 1996, volume 8, number 1.

"Technology Books." *Reason* magazine, Los Angeles, December 1996.

The Internet for Broadcasters (contributor), Yasmin Hashmi, editor; Sypha; London; 1996.

"The Newsroom of the Future." *RTNDA Communicator*, Radio-Television News Directors Association, Washington, October 1996.

"The Economics of the New Television." Technology paper, Freedom Forum Media Studies Center, New York City, March 1996.

"Diversity in Cyberspace." Plenary speech at Association of Education in Journalism and Mass Communication, August 1995, published by the Freedom Forum, January 1996.

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Selected Publications (continued)

Radio: the Forgotten Medium (contributor), Everette E. Dennis and Craig L. LaMay, editors, Transaction Publishers, New Brunswick NJ, 1995.

"Fertile Attraction." *Reason* magazine, Los Angeles, July 1995.

"On-Ramps to the Information Superhighway: Race and the New Information Technologies." *Media Studies Journal*, Columbia University, New York City, Summer, 1994.

"Managing the Global Information Grid." Technology Paper, Freedom Forum Media Studies Center, Columbia University, New York City, July, 1994.

"They Beat 'Em, We'll Buy 'Em: a Modest Proposal." *New York Newsday* op-ed page, June 24, 1994.

"Letter from South Africa: Johannesburg Spring." *American Journalism Review*, College Park, Maryland, June, 1994.

"State-owned TV: A political tool in South Africa." *Chicago Tribune*, February 25, 1994.

"The Hope and the Hardware of Tomorrow's News" (chapter 9), *Death by Cheeseburger: High School Journalism in the 1990's and Beyond*. Judy Hines, editor. Freedom Forum, 1994.

"Remote Control: In South Africa, the Revolution Will Be Televised - by the Government." *Reason* magazine, Los Angeles, March 1994.

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Selected Publications (continued)

"Maintaining Editorial Control in the New Digital Newsroom." Technology Paper, Freedom Forum Media Studies Center, Columbia University, New York City, October, 1993.

"South Africa's Big Show." *Columbia Journalism Review*, New York City, September/October, 1993.

"The Pictures Are Better on Radio." *The New York Times* op-ed page, June 22, 1993.

"You Are What You Hear: The Mission of Radio." *Media Studies Journal*, Columbia University, New York City, June, 1993.

Demystifying Media Technology (contributor). Everette E. Dennis and John Pavlik, editors; Mayfield Publishing; Mountain View, California; 1993.

"New Wave Television: Competing in a 200-Channel Universe." Technology Paper, Freedom Forum Media Studies Center, Columbia University, New York City, December, 1992.

"From Box Office to Front Office: African Americans and Media Ownership." *New York Newsday*, November 9, 1992.

"The Global TV News Hour: The New Video News-Gathering Alliances." *Gannett Center Journal*, Gannett Center for Media Studies, Columbia University, New York City, Winter 1991-92.

"Fiber Optics: Unanticipated Consequences of a Transparent Technology." Technology Paper, Freedom Forum Media Studies Center, Columbia University, New York City, 1989.

"Getting the Picture: Trends in Television News Reporting." Technology Paper, Freedom Forum Media Studies Center, Columbia University, New York City, 1988.

ADAM CLAYTON POWELL, III
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Personal:

Married; two sons, ages 36 and 34
Excellent health

Language skills:

Reasonable fluency in French (lived in Paris for two years)

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Tampa, Florida

In Tampa, Florida, Media General owns and operates *The Tampa Tribune* and WFLA-TV, which is licensed to Tampa. Media General has owned this grandfathered cross-ownership since 1966. More recently, Media General has launched Tampa Bay Online (TBO.com), a very comprehensive joint website. Together, these converged properties deliver more news and information to the residents of the Tampa area more quickly, and in much greater depth, than any one outlet would be able to alone. At the same time, the reporters at each outlet bring their own varying perspectives to these stories and the editors at each outlet bring to bear their separate judgments on whether, and how prominently, to run each story.

Convergence initiatives in Tampa have their roots in efforts the *Tribune* and WFLA-TV sports staffs began making over a decade ago to prepare and deliver comprehensive reports of high school sports events. After that, the outlets began to share political polling data and coordinate coverage of wide-scale political campaigns and events. Early on, the newspaper's religion reporter began preparing reports for broadcast on WFLA-TV, bringing a

dimension of coverage that had been previously lacking in its newscasts.

Locations, Facilities, and Staff. In early 2000, Media General opened the Tampa News Center, a new \$35 million state-of-the-art facility designed to house the *Tribune*, WFLA-TV, and TBO.com under one roof. With co-located facilities in a single building, personnel of all three outlets more easily share information about breaking news events and work together to maximize the delivery of news and information to the market. The *Tribune's* operations are based on the third floor of the News Center, while WFLA-TV's are based on the second floor. TBO.com's staff is housed in both locations.

In the center of the building at the base of a large atrium is the "Superdesk," a platform staffed by editors from each of the three outlets. From this location, each outlet's editors can keep abreast of breaking news and developing stories and determine how their individual staffs can best cover them. Although each outlet's editors and news staffs have access on-line to the "news budgets" or planned stories of the others, they work independently in presenting their own information. While there has been a physical merging of tools necessary for collecting and disseminating news, the outlets' newsrooms and their

staffs' approaches to stories have not been merged. Each outlet makes its own decisions as to what stories to cover and how to cover them.

Convergence has not resulted in staff reductions, either overall or in news. Indeed, since early 2000, when WFLA-TV, the *Tribune* and TBO.com opened the Tampa News Center, overall employment at WFLA-TV and employment in the station's newsroom has increased. As of January 31, 2000, WFLA-TV employed 89 persons in its news department and 189 overall. On December 31, 2005, WFLA-TV had increased these numbers to 91 news employees and 221 employees overall.

Local News Coverage. Since 2000, WFLA-TV has increased its local news content by 30 minutes each weekday. In 2001, the station added an additional half-hour of local news from 11:30 a.m. to noon. (The current news schedule is attached as Tab 1.) Later that year, WFLA-TV introduced an hour of locally produced programming ("Daytime") that presents community-wide information in a style similar to NBC's "The Today Show." WFLA-TV now broadcasts a total of 31 hours and 55 minutes of local news each week. WFLA-TV's exceptional news coverage has been recognized many times by a number of Journalism organizations. An illustrative list of such awards is attached as Tab 2).

By staying in touch with each other on a minute-by-minute basis, WFLA-TV, the *Tribune*, and TBO.com are able to deliver better, faster, and deeper news to the community. These improved efforts can be broken into four categories: breaking news, providing expanded news content, developing investigative and enterprise pieces, and understanding the community.

First, convergence has made it possible for Media General to cover breaking news more quickly and thoroughly from a convergence "Superdesk." With convergence has come "more eyes, more ears, and more mouths" on the street, meaning that Media General's outlets are that much more likely to learn of news developments and disseminate them quickly. Earlier this year, a reporter from one outlet learned of a hostage situation at a local restaurant that resulted in the blockage of a major traffic route in the area. WFLA-TV was able to broadcast live coverage with a report by a *Tampa Tribune* reporter who had access to the details at the scene, and WFLA-TV supplemented with information on the effect on traffic in the area. The live coverage was streamed on TBO.com, and the newspaper followed up with an in-depth story the next day. In another breaking story, related to the coverage of a recent trial of an accused child abductor, a *Tribune* reporter

attended the trial, provided live blogged information during trial, WFLA-TV reports at trial breaks, and a print piece in the next day's newspaper.

When the Tampa Bay Buccaneers NFL team in 2003 released John Lynch, one of the area's most popular sports figures, a reporter from the *Tampa Tribune* happened to be on the telephone with Lynch as the story broke. The reporter then went on-air on WFLA-TV to report on the story and Lynch's reaction. The news was inserted in a regularly scheduled newscast that WFLA-TV happened to be broadcasting at the time. Only through the benefits of a converged operation was WFLA-TV able to bring an immediate report to the community as it was unfolding.

Most of the photographers from WFLA-TV and the *Tampa Tribune* carry both video and still cameras and have received cross-training on both, so they are prepared to assist in providing coverage of breaking stories to all platforms. Print reporters have also received training on on-air reporting, and broadcast journalists have received training on converting broadcast stories to print. In Tampa alone, Media General has spent in excess of \$1 million on cross-platform photographic equipment and cross-training initiatives.

Second, convergence allows the outlets to bring more expanded and in-depth coverage to the market. As is common in the media industry, the *Tampa Tribune* has approximately six times the number of reporters that WFLA-TV has, which is typical for television stations of this size. Through convergence, WFLA-TV can gain access to reporters who cover beats and have areas of expertise far beyond those a television station's staff can cover. For example, the *Tribune's* real estate beat reporter provides on-air reports on local real estate issues for WFLA-TV. Media General has followed a similar approach with two additional *Tribune* reporters who cover business-related topics and also provide on-air reports on WFLA-TV. *Tribune* reporters have recently provided on-air reports for WFLA-TV related to the growing trend in the Tampa Bay area of owners converting apartment buildings to condominiums and the effect this is having on the local apartment rental market, and on the movement of a number of high technology companies to Pasco County.

At times, the reverse is true when the expertise and contacts of WFLA-TV reporters prove helpful to the community coverage that the newspaper is striving to deliver. For example, WFLA-TV's consumer reporter prepares a weekly column that appears in the *Tribune's* Sunday

business section and WFLA-TV's medical reporter also contributes to the *Tribune* on a regular basis, preparing a column for a publication entitled "For You" that appears every Saturday as an insert to the *Tribune* that covers health, fitness, and other medical issues. When severe weather threatens the area, *Tribune* reporters frequently turn to WFLA-TV's meteorologists for forecasts and other information.

Third, the *Tribune*, WFLA-TV, and TBO.com have also joined forces to produce specials and investigative reports that neither could have done alone. This past year, in light of the disastrous impact of hurricanes on other portions of the Gulf Coast in 2005, the properties jointly investigated the hurricane-preparedness plans of Tampa area governments. Each of the three outlets conducted different parts of this investigation, and all three outlets disseminated the joint results. WFLA-TV ran an on-air series, which included motion graphics produced by TBO.com that showed the potential impact of flooding in various Tampa areas. These on-air reports also referred viewers to more in-depth coverage that appeared in the *Tribune* and online. Also during the past year, reporters from WFLA-TV and the *Tribune* worked together to investigate and deliver

reports on the actions of a possible serial rapist in Ybor City.

In the wake of Hurricane Katrina in 2005, two *Tribune* reporters traveled the backroads of Mississippi and Louisiana, delivering reports for the *Tribune*, WFLA-TV, and TBO.com. These reports described the impact of those storms on the numerous small towns and communities in this area, as well as the destruction of many historical sites, such as the home of Confederate President Jefferson Davis in Biloxi, Mississippi. In late 2005, two WFLA-TV anchors traveled to Iraq, Afghanistan, and Germany to report on the experiences of local troops serving in those areas. These anchors produced and delivered on-air reports and wrote articles for publication in the *Tribune*. TBO.com presented a multimedia report on this series, which provided video clips of the anchors' on-air reports, copies of the stories from the *Tribune*, and additional supplemental information, such as photo galleries and "video postcards" delivering greetings from local troops stationed overseas.

Fourth, working together, the converged platforms are also able to bring a greater understanding and sensitivity to bear in their coverage of diverse stories in the community. The "better sourcing" or access to more leaders and institutions in the community allows the outlets to

provide greater depth to their stories and present solutions to more of the area's problems. This past winter, the staffs of all three outlets were able to draw on their collective experiences to prepare and then broadcast, print, and webcast very moving and well-received stories that probed various perspectives on what it is like to lose a child to cancer. When the son of Indianapolis Colts coach Tony Dungy, a resident of the area, committed suicide earlier this year, a *Tampa Tribune* reporter led a multi-platform team in presenting the story. The *Tribune* reporter prepared an in-depth story discussing the impact of suicides on family members that was disseminated, in different forms, on WFLA-TV, in the *Tribune*, and on TBO.com. The Dungy family had spent a great deal of time in the area, and there was a tremendous level of interest and outpouring of support from the community following the tragedy. Area well-wishers posted thousands of expressions of sympathy and support on TBO.com, and the television and print outlets worked these into their own coverage.

Political Coverage. Each outlet's coverage of political events affecting the Tampa community has also benefited from convergence. By utilizing the resources of the *Tribune*, WFLA-TV has been able to provide much more detailed information on candidates and issues than it could

have delivered alone. WFLA-TV has been presenting segments on the 2006 Florida gubernatorial race on its Sunday morning newscast and one of the *Tribune's* political reporters has hosted and provided commentary on that show. This same reporter regularly appears on WFLA-TV's newscasts to present what he has learned on ballot initiatives. Beginning after the September 5, 2005 primary election and leading up to the general election in November, WFLA-TV provided free airtime to candidates for governor and for Congress, during which those candidates wrote and delivered their own messages. During its newscasts, WFLA-TV reporters reviewed and analyzed the candidates statements for any inaccuracies. The station also occasionally presents "Truth in Advertising" reviews of political advertisements, analyzing such spots and advising voters on any inaccuracies they include.

On election nights, convergence allows coverage and analysis of far more precincts and elections than any single outlet could provide. The reporters assigned to each jurisdiction provide real-time results and analysis back to WFLA-TV and TBO.com, which then provide the material almost instantaneously. On election night in November 2004, while national network coverage predominated on WFLA-TV, the station was able, through utilizing its own

reporters as well as those of the *Tribune*, to deliver far more information in its twice-hourly local election reports than would have been possible without convergence.

As part of the current gubernatorial and United States Senate races in Florida, WFLA-TV is heading a consortium of sponsors for a series of live debates. WFLA-TV provides on-air coverage of these debates, and one of the station's news anchors will serve as a moderator for one debate. The *Tribune* will provide pre and post-debate analysis.

Weather. Convergence in the Tampa market has led to improved weather coverage not only of major events such as hurricanes but also has improved day-to-day weather coverage in the market. WFLA-TV's team of meteorologists produces weather maps and provides photographs for the *Tribune's* daily weather section. During weather emergencies, the WFLA-TV meteorologists work very closely with the *Tribune* staff to ensure the community is kept abreast of developments. Attached as Tab 3 is a recent front page of the *Tribune*, published when Hurricane Ernesto was poised to strike the Florida coast, showing the extensive weather-related information that the Media General platforms, working together, are able to deliver. In times of threatened weather emergencies, Media General puts its news personnel on alert at all properties in

threatened locales, and then, once an emergency weather situation develops, moves these resources throughout the Southeast as needed to deliver the news. For instance, through experience from Hurricane Katrina, Media General has provided all its television stations in coastal areas with the equipment necessary to go "live" with web-streaming not only to provide supplementary coverage over the internet but as a contingency in the rare event a television station is forced to go dark because of a storm.

The *Tribune*, at the start of each hurricane season, has prepared and distributed as an insert to the paper 1.5 million copies of an annual hurricane guide, providing readers with meteorological and safety information. Copies of this guide are provided in both English- and Spanish-language editions. The *Tribune* staff also prepares a second hurricane guide each season on behalf of Tampa's regional hurricane planning authority. This guide, which is separate from the inserts distributed with the newspaper, is distributed widely throughout the Tampa area. WFLA-TV, in addition to broadcasting extensive information on hurricane preparedness, publicizes both guides and directs viewers as to where additional information is available.

Local Sports. The oldest and perhaps the closest coordination between WFLA-TV and the *Tribune* comes in the outlets' sports departments. The departments are physically co-located in the same room, where reporters from the outlets work side by side. These reporters share information and story ideas on a daily basis, and reporters from one outlet frequently contribute to coverage on the other outlets. The *Tribune's* Tampa Bay Buccaneers beat reporter, for example, often appears on WFLA-TV.

Community Outreach. In addition to their on-air, print, and on-line coverage, convergence has also improved each outlet's service to their communities through its partnerships with groups like the American Heart Association and the March of Dimes. When the American Red Cross recently held a fundraising drive, for example, each outlet combined forces to conduct a coordinated campaign to promote and cover the event, raising awareness in the community. This initiative, through TBO.com's participation, allowed residents to make pledges and donations to the Red Cross. Similarly, in the wake of 2005's hurricanes, the outlets joined forces in a coordinated campaign to deliver needed supplies to the areas hardest hit by the storms.

WFLA-TV'S CURRENT LOCAL NEWS PROGRAMMING

WFLA-TV currently provides the following local news programming, in addition to NBC Network programming:

NewsChannel 8 Today: 5:00 a.m. - 7:00 a.m. EST
(Monday - Friday)

NewsChannel 8 Mid-Day: 11:00 noon - 12:00 p.m. EST
(Monday - Friday)

NewsChannel 8 at 5: 5:00 p.m. - 5:30 p.m. EST
(Monday - Friday)

NewsChannel 8 at 5:30: 5:30 p.m. - 6:00 p.m. EST
(Monday - Friday)

NewsChannel 8 at 6: 6:00 p.m. - 6:30 p.m. EST
(Monday-Friday)

NewsChannel 8 at 11 p.m.: 11:00 p.m. - 11:35 p.m. EST
(Monday-Friday)

NewsChannel 8 Weekend Morning Edition: 9:00 a.m. - 10:00
a.m. EST
(Saturday and Sunday)

NewsChannel 8 at 12 Noon: 12:00 p.m. - 1:00 p.m. EST
(Saturday and Sunday)

NewsChannel 8 at 6: 6:00 p.m. - 6:30 p.m. EST
(Saturday and Sunday)

NewsChannel 8 at 11 p.m.: 11:00 p.m. - 11:30 p.m. EST
(Saturday)

NewsChannel 8 at 11 p.m.: 11:00 p.m. - 12:00 a.m. EST
(Sunday)

WFLA-TV JOURNALISM AWARDS

<u>Date</u>	<u>Organization</u>	<u>Award</u>	<u>Category</u>	<u>Entrant</u>
2006	Society of Professional Journalists - South Florida Chapter	First Place Sunshine State Award	International/War/National Security Reporting - Television	"War Stories - Germany" - Keith Cate, Michael Egger
2006	Society of Professional Journalists - South Florida Chapter	Second Place Sunshine State Award	Public Affairs Program - Television	"2005 Hurricane Season - Are you ready?" - WFLA-TV News and Weather Teams
2006	Society of Professional Journalists - South Florida Chapter	Second Place Sunshine State Award	Newscast - Television	NewsChannel 8 at 6
2005	University of Southern California Annenberg School for Communication	Walter Cronkite Award for Excellence in Television Political Journalism	Local Station/Large Market	NewsChannel 8
2005	Florida Associated Press Broadcasters	Second Place	Large Market Television - Best Investigative	"Bus Stop ADA"
2005	Florida Associated Press Broadcasters	Second Place	Large Market Television - Short Light Feature	"USF Can't Spell" - Mark Douglas, Eric Hulsizer
2005	Society of Professional Journalists - South Florida Chapter	Third Place Sunshine State Award	Consumer Reporting - Television	"Kids Wish" - Mark Douglas, Eric Hulsizer
2004	Florida Associated Press Broadcasters	First Place	Large Market Television - Best Overall	NewsChannel 8 Staff
2004	Florida Associated Press Broadcasters	First Place	Large Market Television - Best Sportscast	Sports Department
2004	Florida Associated Press Broadcasters	Second Place	Large Market Television - Best Spot News	"Accused Terrorist Arrested" - NewsChannel 8 Staff

<u>Date</u>	<u>Organization</u>	<u>Award</u>	<u>Category</u>	<u>Entrant</u>
2004	Florida Associated Press Broadcasters	Second Place (tie)	Large Market Television - Best Public Affairs	"Forecasting the Storm" -Keith Cate, Carlos Albores, Rob Machado
2004	Florida Associated Press Broadcasters	Second Place (tie)	Large Market Television - Best Public Affairs	"Before the Badge"
2004	Florida Associated Press Broadcasters	Second Place	Large Market Television - Best Sports Feature	"Tommy Boy" - Lance Williams, Michael Egger

Attached

Buccaneers Chop Roster To 75

DETAILS, Sports, Page 1

Watching Weight Half As Hard

DETAILS, Flavor, Page 1



TAMPA, FLORIDA • ONLINE AT TBO.COM

WEDNESDAY

AUGUST 30, 2006 • LIFE. PRINTED DAILY.

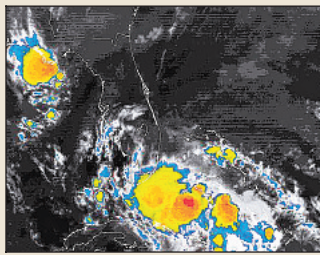
THE TAMPA TRIBUNE

and The Tampa Times

ALL EYES ON ERNESTO

ONGOING COVERAGE on TBO.com

- Watch reports at any time from Storm Team 8.
- Track Ernesto's movements.
- Get ongoing reports from The Tampa Tribune and News Channel 8 teams.
- Sign up for e-mail and cell phone weather alerts.



- Find live traffic reports.
- Personalize your commuting route and sign up for e-mail or cell phone reports.
- See an updated closings list and submit your own.
- View galleries of Ernesto photos.

TODAY ON WFLA-TV

Storm Team 8 coverage begins at 5 a.m. with ongoing reports from Tampa Bay area counties throughout the day. Storm Team 8 meteorologists will provide updates on Ernesto's track at least every 15 minutes. The hurricane help line is open at 1-800-528-0808. Volunteers will take questions on closings, cancellations and shelters.



The Associated Press

Rain begins falling Tuesday morning in Key West. The island's airport was closed, and shelters were open. Much of South Florida was buttoned up as well, waiting for Ernesto to pass.



FORECAST Rain bands and heavy clouds will sweep across the region this morning. The heaviest rainfall arrives this afternoon and will diminish at night. News Channel 8 chief meteorologist Steve Jerve predicts winds gusts of 40 mph or higher in some squalls. Sustained winds might reach 30 mph in some areas. On Thursday, the remains of Ernesto will link with a low pressure area to produce another dose of rain with a total of 3 to 5 inches expected today and Thursday.

Go to TBO.com, Keyword: Snap, to post your weather photos.

COMMUTE Expect delays typical of stormy rush hours. As always, flooding is possible in south Tampa, and if wind gusts reach 40 mph the Sunshine Skyway will close. There were no plans Tuesday to close major bridges or the elevated Lee Roy Selmon Expressway lanes.

TRAVEL Check airlines for delays or cancellations. On Tuesday, about 30 scheduled Tampa International Airport departures — most to South Florida — were canceled. Cruises are not affected because no ships are departing from Tampa until the weekend.

SCHOOLS Schools in Hillsborough, Pasco, Pinellas and Hernando counties are scheduled to open as normal today. Schools in Polk County are closed.

UTILITIES Tampa Electric and Progress Energy Florida expect some outages. TECO anticipates the bulk of them in eastern Polk County. To report outages, TECO customers can call 1-877-588-1010; Progress Energy customers should call 1-800-228-8485.

INSIDE



Remembering A Monster Storm

President Bush and first lady Laura Bush joined the New Orleans mourners for the 1,800 who died in Hurricane Katrina.

DETAILS, Page 5

Cuba, Haiti Dry Out

Two people in Haiti died as the storm passed. Cuba reports no major injuries or damage.

DETAILS, Page 5

Fear For The Trees

Tropical systems like Ernesto tend to spread the bacteria that cause citrus canker.

DETAILS, Business, Page 1

EN ESPANOL: Como parte de la cobertura del posible paso de la Tormenta Tropical Ernesto, CENTROtampa.com estará al día con información disponible en español. (As part of the continuing coverage of Tropical Storm Ernesto, CENTROtampa.com will keep you up to date with the information in Spanish.)

Yes, Drivers, Your Bay Area Commute Is Getting Longer

By RICH SHOPE
The Tampa Tribune

TAMPA — Commuters in the Tampa Bay area are spending more time getting to and from work.

Comparing commuting times from 2000 with those in 2005, the Census Bureau found that drivers throughout the region added a few min-

utes to their daily commute.

A round trip for the average commuter living in Hillsborough County took an extra five minutes in 2005; an extra seven minutes for Pasco County residents; an extra four minutes for Pinellas County resi-

See **GETTING THERE**, Page 4 ►
Most people drive to work alone.

Selection Denounced

The expressway authority's process for choosing a new law firm was tainted, County Commissioner Thomas Scott says.

DETAILS, Metro, Page 1

Florida Falters On SAT Scores

FEWER QUALIFY FOR SCHOLARSHIPS

By MARILYN BROWN
The Tampa Tribune

TAMPA — Fewer Florida students' SAT scores qualified them for Bright Futures scholarships, as the Class of 2006's achievement dropped with the rest of the

country's.

It was unclear Tuesday what the decrease means for college entrance. Officials from the College Board, which owns the SAT, said a national drop of seven points from last year "means almost nothing" mathematically. Florida Education Commissioner John Winn, however, called it "very significant."

"We certainly did not see the gains we would like to see," Winn said.

Students started taking a longer, more costly SAT with added writing section in March 2005. College Board officials said then they did not expect scores to drop.

As it turned out, national

See **SAT SCORES**, Page 4 ►
State ties for 48th place in U.S.



TODAY'S
HIGH
87

TODAY'S
LOW
78

Ernesto will make its presence felt today, with rain chances at 70 percent. Expect windy conditions as well. Thursday may bring similar weather.

THE TAMPA TRIBUNE
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LOTTERY	This Section, Page 2	TELEVISION	Flavor, Page 8
MOVIE TIMES	Flavor, Page 9	WEATHER	Metro, Page 8

Roanoke-Lynchburg, Virginia

In the Roanoke-Lynchburg, Virginia DMA, Media General, through its subsidiaries, owns television station WSLs-TV, which is licensed to Roanoke; The (*Lynchburg*) *News & Advance*, which is published in Lynchburg; and the *Danville Register & Bee*, which is published in Danville. Media General also operates a separate website for each outlet. It acquired the *News & Advance* in 1995, the *Register & Bee* in 1996, and WSLs-TV in January 1997.

Locations, Facilities and Staff. The Roanoke-Lynchburg DMA covers a large, mountainous region of southwestern Virginia. The widely separated towns of Roanoke, Lynchburg, and Danville are the three most populous communities in the DMA. The rest of the region is almost entirely rural. Roanoke and Lynchburg are approximately forty-five miles apart, Roanoke and Danville are about fifty-six miles apart, and Lynchburg and Danville are separated by approximately fifty-nine miles. To drive between WSLs-TV's studios in Roanoke and the *News & Advance* in Lynchburg takes approximately one hour, and the driving time between Roanoke and the Danville newspaper is almost two hours.

The (*Lynchburg*) *News & Advance* and the *Danville Register & Bee* each provide exceptional locally focused service to their respective communities as well as reporting on issues that may arise outside of those communities. Their circulation areas, however, are entirely separate and non-overlapping. WSLS-TV places a broadcast signal not only over the Roanoke community but the DMA's much larger geographic area, which includes Lynchburg and Danville. The (*Lynchburg*) *News & Advance* and the *Danville Register & Bee*, however, are not available in Roanoke.

The physical distances between the communities account for the fact that, in this market, Media General's convergence activities have not been as extensive as in other DMAs; nonetheless, when WSLS-TV has combined resources with the newspapers, it has been able to increase greatly its coverage of stories and issues related to the Lynchburg or Danville portions of the DMA. Not only has the number of such stories increased, but their depth and thoroughness have also improved. WSLS-TV now reports on approximately one to two stories per day that occur in Lynchburg, and another one to two stories per week from Danville. Convergence has also greatly improved WSLS-TV's and the newspapers' coverage of regional matters.

Media General has employed a variety of means to try to overcome the great distances and significant terrain obstacles separating WSLN-TV and the locations of the newspapers. The mountainous terrain in the Roanoke DMA makes use of microwave links for electronic newsgathering and other communications impracticable. WSLN-TV, therefore, operates a satellite truck to allow the station's reporters to reach widely scattered stories. Media General has also installed a fiber link that runs from the offices of the *News and Advance* to the WSLN-TV studios and another that runs from the *Register & Bee* to WSLN-TV. In addition, WSLN-TV has established a studio at the *News & Advance's* newsroom in Lynchburg, which the station staffs with a full-time reporter. This studio includes a camera and the equipment necessary to allow this reporter to transmit live reports for broadcast on WSLN-TV. Although no full-time WSLN-TV reporter is located in Danville, the station has established a facility in the *Register & Bee* newsroom with a camera and the equipment needed to transmit live broadcasts. To ensure full coverage of the western end of the DMA, WSLN-TV also operates a bureau in Blacksburg, Virginia, where two more reporters are based.

The three outlets have separate and independent editorial staffs, and each operates its own website. Since convergence began in the Roanoke DMA in 1997, the outlets have not shared any employees, except a "multimedia intern," who is assigned to each outlet for about three months on a rotating basis to gain experience working in each platform. To maximize coverage of news in the DMA, the outlets post their daily news budgets to an intranet, allowing editors to view the stories on which reporters at each location are working. The outlets also utilize an e-mail distribution list and frequent telephone contacts to assign reporters from each outlet to effectively cover breaking news as it arises throughout the DMA. The editors, producers, and content coordinators at each outlet also participate in weekly conference calls to discuss joint efforts and ways in which they can cooperate to better serve their communities.

Although this cooperation has provided significant increases in efficiency for the three outlets, it has not resulted in decreases in staffing. Since convergence began in the Roanoke-Lynchburg market, WSLs-TV has significantly increased both its overall staff and its news staff. After Media General acquired WSLs-TV in January of 1997, the station had 33 news employees and 86 total employees. At

the end of 2005, Media General had increased the number of news employees by over 30 percent, to 44. Over the same time period, the station's overall number of employees increased from 86 to 102.

Local News Coverage. Since convergence began, the three outlets have increased both the quantity and quality of their coverage of news, political issues, sports, weather, and community events. Shortly after Media General acquired WSLS-TV in 1997, it expanded the station's early morning newscast by 30 minutes, adding a half-hour of news from 5:30 to 6:00 a.m., leading into the existing hour of local news already broadcast from 6:00 a.m. to 7:00 a.m. In 2004, WSLS-TV further expanded its local news coverage by adding an additional 30-minute evening newscast at 5:30 p.m. The station now broadcasts a total of 22 hours and 35 minutes of local news each week. (WSLS-TV's weekly news schedule is attached at Tab 1.) Attached at Tab 2 is an illustrative list of awards conferred on WSLS-TV recognizing the station's exceptional news reporting.

By working together, the staffs of the outlets have been able to provide extensive coverage of breaking news, regional stories, and even state and national issues of importance to the DMA, in a manner that would not have been possible before convergence. For example, earlier this

year, a *News & Advance* reporter alerted WSLS-TV to breaking news that Randolph Macon Woman's College, located in Lynchburg, planned to vote on becoming a coeducational institution after more than 100 years of single-sex education. Based on this "tip" from the *News & Advance*, a WSLS-TV reporter prepared and broadcast an on-air segment on this development, and this on-air report also referred viewers to a lengthier and more detailed article appearing in the *News & Advance* the next day. In August 2006, a WSLS-TV reporter alerted the *News & Advance* to the filing of a motion in federal court in Brookneal, Virginia in a case in which the locality's former treasurer raised allegations of harassment and discrimination. Based on this "tip," the *News & Advance* was able to conduct additional independent research and publish an article in the next day's newspaper regarding the filing.

In addition to sharing alerts regarding breaking news stories, reporters from each outlet also work collaboratively to ensure that each platform is able to make its stories as complete as possible. For example, when a large sinkhole recently opened on one of downtown Lynchburg's main streets, a *News & Advance* reporter provided photos and video of the incident to WSLS-TV that were included in the report of the incident in the

station's 5:30 p.m. newscast. The *News & Advance* also posted these photos, along with an updated story, on its website. In addition, WSLS-TV's website included a link providing access to this updated information. The *Register & Bee* also frequently supplies photographs to WSLS-TV of events that occur in Danville. Without a permanent staff presence in Danville, WSLS-TV would otherwise not have as timely and comprehensive access to coverage of events in that part of the DMA.

In the wake of August 2006's heightened security measures following renewed airline terror alerts, all three outlets worked together to ensure that residents of the DMA had the most critical and current information. In addition to providing coverage of how the alleged terror plot affected local travelers, the outlets prepared a question and answer section that was published in the *News & Advance*. The website teams from all three outlets also worked together on a travel alert section that they posted to each website.

In addition to enhanced coverage of breaking and ongoing news events, convergence has enabled WSLS-TV, the *News & Advance*, and the *Register & Bee* to collaborate on enterprise pieces and recurring specials that provide in-depth background on, and analysis of, issues important to

DMA residents. The three outlets have cooperated on monthly projects since convergence began and this cooperation has evolved into a monthly series entitled "Exploring Virginia." Designed to bring together the talents, perspective, and knowledge of all three outlets' staffs to focus on one issue of regional importance each month, this series has examined a multitude of topics, including fire safety; historical issues, such as a 2003 report on the history of lynching; recreation; and religion. A recent three-part series entitled "Exploring Our Faith" covered religion and addressed various aspects of religious life throughout the DMA; it addressed differences and similarities in practices and beliefs among various religious communities in the DMA.

To prepare each month's "Exploring Virginia" report, a team of at least one photographer and one reporter from each outlet collaborates. The goal is to produce a piece for broadcast as well as companion print and web stories. One weekend each month, WSLS-TV airs its "Exploring Virginia" report during the 6:00 p.m. Friday newscast. The *News & Advance* and the *Register & Bee* each publish complementary stories in their Sunday morning editions. These stories and additional information appear on each outlet's website, generally by late Friday evening.

Political Coverage. The ability of WSLS-TV reporters to access the reporters, staff, and resources of the *News & Advance* and the *Register & Bee* has also significantly enhanced the station's coverage of political campaigns and events occurring in the DMA. All three outlets share information as political events occur and on election night when results are being tallied. The outlets have worked together, for example, to bring residents of the DMA enhanced coverage of Virginia Governor Tim Kaine's inauguration and the opening of the new state legislative session in Richmond in January 2006. WSLS-TV broadcast a 30-minute news special on the new governor, and another 30-minute special report on the opening of the state legislature. WSLS-TV also conducts on-air interviews with *News & Advance* and *Register & Bee* reporters to take advantage of their extensive knowledge of candidates in local races in Lynchburg and Danville.

On election nights, access to reporters and staff of the *News & Advance* and the *Register & Bee* immeasurably improves WSLS-TV's reporting on political races throughout the DMA. Due to the extensive area covered by the Roanoke-Lynchburg DMA and its topography, it would be impossible for WSLS-TV reporters alone to cover the entire DMA on election nights. With the station's access to the

newspapers' reporters, it can focus its own reporting efforts on Roanoke and certain other portions of the DMA, while still providing its viewers with the most current election information from Lynchburg and Danville. Up-to-the-minute information is posted on the website of each outlet throughout the night.

During many election campaigns, WSLs-TV also offers candidate debates. In 2004, for example, it hosted a debate among candidates in the race for mayor of Roanoke. The station also broadcast this debate the following evening from 7:00 - 8:00 p.m. WSLs-TV also provides extensive free air time to candidates in state-wide contests. The television station invites these candidates to come to the station and record messages (prepared by the candidates themselves) of approximately two minutes in length, which the station then broadcasts. WSLs-TV promotes these statements through on-air advertisements and mentions in the station's newscasts, to ensure that the station's viewers are aware of the opportunity to hear directly from candidates in the races that affect them. WSLs-TV also broadcasts "Ad Watch/Truth Tracker," reports that examine political advertisements and free time segments and note any inaccuracies they include.

Local Sports. In addition to improved news and political coverage, convergence has also allowed WSLS-TV, the *News & Advance*, and the *Register & Bee* to deliver significantly improved coverage of local sports events to residents of the DMA. One of the most successful convergence efforts for the Media General outlets in the Roanoke-Lynchburg DMA has been their preparation of "Friday Football," a broad cross-platform effort that provides unparalleled coverage of 55 high school football teams throughout the DMA, including teams in Lynchburg and Danville. Participation by the staffs of all three outlets is required to gather the most up-to-date scores, other information, and highlights for all high school football games in the DMA. Every Friday night, WSLS-TV presents a thirty-minute sports report from 11:15 p.m. to 11:45 p.m., in an extended late news broadcast, which is devoted exclusively to high school football coverage. This newscast presents final scores, stories, and videos from key high school football games in the DMA, including those in the Lynchburg and Danville areas. Without access to *News & Advance* and *Register & Bee* staff, WSLS-TV would not be able to review and cover all the games in the region.

As part of the Friday Football initiative, Media General's three Roanoke-area outlets have also established

a joint website, www.fridayfootball.com, to which each outlet provides a direct link on its own individual website. Each outlet contributes significant content to the site, allowing visitors to access in one place a wealth of information that would be impossible for any single outlet alone to amass. During the week, the site presents statistics and stories on various high school football players and programs. The website also includes a poll of area teams voted on by sportswriters from WSLs-TV, the *News & Advance*, and the *Register & Bee*, as well as writers from a number of weekly papers within the DMA.

On Friday nights, the converged staff posts to the website video clips, that WSLs-TV edits, featuring highlights from an average of twelve to fifteen area games. The *News & Advance* and *Register & Bee* also contribute extensive statistics to the site, as well as game and team photographs from 40 additional area games. Media General is currently in the process of adding a feature to the website which will allow visitors to send in their own game photos for posting on the site. Later in the weekend, information available on Fridayfootball.com that is relevant to readers in Lynchburg and Danville appears in the print editions of the *News & Advance* and the *Register & Bee*. In addition to its popularity with residents of the

DMA, the Friday Football initiative has been recognized by the Virginia Press Association, winning that organization's first place award for convergence in 2005.

Convergence has also greatly improved the depth and quality of WSLS-TV's high school football reporting outside of the Friday Football initiative. Earlier this year before the beginning of the season, WSLS-TV broadcast a one-hour prime time high school football season preview special. To supplement the reporting of WSLS-TV reporters, this special featured on-air interviews with sports reporters from the *News & Advance* and the *Register & Bee*. WSLS-TV's access to these reporters' extensive knowledge of Lynchburg and Danville area teams allowed the station to improve the quality and depth of this special one-hour program for all viewers.

Weather. Weather coverage in the DMA has also improved because of Media General's combined ownership of WSLS-TV, the *News & Advance* and the *Register & Bee*. WSLS-TV's meteorologist contributes content to the weather sections of both newspapers, adding significant depth and perspective to those sections. The weather sections of the outlets' websites are also significantly converged, to the benefit of the users of each site. WSLS-TV provides locally-produced radar maps and other information, which

neither newspaper would be able to provide on its own, for inclusion on the outlets' websites. The *News & Advance* and the *Register & Bee* both provide photographs that WSLs-TV uses in its weather reports for the Lynchburg and Danville areas. WSLs-TV also provides forecast information and severe weather alerts for delivery as text messages to the cell phones of users who sign up through any outlet's website. Finally, during severe winter weather emergencies, each outlet posts school and business closing information to a converged website for visitors from throughout the DMA. Through this site, residents can access a single central source with up-to-the-minute information on closings throughout the DMA that may affect them.

Community Service. Convergence has even enabled the Media General outlets in the Roanoke-Lynchburg DMA to participate more effectively in community events. In 2005, in the wake of Hurricane Katrina, the outlets participated in a joint effort with Habitat for Humanity to construct homes in Roanoke that were then shipped to hurricane survivors in the Louisiana areas directly impacted by the storm. WSLs-TV, the *News & Advance*, and the *Register & Bee* all promoted this event heavily to ensure the widest possible community participation, and representatives from

WSLS-TV staffed a phone bank through which callers solicited donations. At the dedication of the houses, WSLs-TV devoted its 30-minute noon weekday newscast to a live report from the Roanoke construction site. The WSLs-TV reporter wrote an article about the effort for publication in the *News & Advance* and *Danville Register & Bee*. Together, the three outlets were able to engage more residents of the DMA and provide significantly greater assistance to Habitat for Humanity and, in turn, Hurricane Katrina survivors.

Over the last several years, the editors at WSLs-TV and the two newspapers also noticed that there had been an extraordinary number of traffic accidents involving teens, which were caused by "over-correcting" behavior by inexperienced drivers. WSLs-TV, working with Youth of Virginia Speak Out, produced a 30-minute Teen Driving Special to highlight the problem and offer instruction. The program was aired and then made available to viewers on DVD. With occasional updates, it now airs four times a year on Saturday evenings at 7:00 p.m., and it is a project that has won praise in the community.

WSLS-TV's CURRENT LOCAL NEWS PROGRAMMING

WSLS-TV currently provides the following local news programming, in addition to NBC Network programming:

NewsChannel 10 Today Show: 5:30 a.m. - 7:00 a.m. EST
(Monday - Friday)

NewsChannel 10 at Noon: 12:00 noon - 12:30 p.m. EST
(Monday - Friday)

NewsChannel 10 at 5: 5:00 p.m. - 5:30 p.m. EST
(Monday - Friday)

NewsChannel 10 at 5:30: 5:30 p.m. - 6:00 p.m. EST
(Monday - Friday)

NewsChannel 10 at 6:00: 6:00 p.m. - 6:30 p.m. EST
(Monday-Friday)

NewsChannel 10 at 11:00: 11:00 p.m. - 11:35 p.m. EST*
(Monday-Friday)

*On Friday evenings during the fall high school football season, NewsChannel 10 at 11:00 is extended to run until 11:45 p.m.

NewsChannel 10 at 6:00: 6:00 p.m. - 6:30 p.m. EST
(Saturday and Sunday)

NewsChannel 10 at 11:00: 11:00 p.m. - 11:35 p.m. EST
(Saturday and Sunday)

WSLS-TV JOURNALISM AWARDS

<u>Year</u>	<u>Organization</u>	<u>Award</u>	<u>Category</u>	<u>Entrant</u>
2005	Radio and Television News Directors Association	Edward R. Murrow Regional Award	Small Market Television Hard News Feature	"High-Rise Jeeps"
2005	Radio and Television News Directors Association	Edward R. Murrow Regional Award	Small Market Television Investigative Reporting	"Driving Without a License"
2005	Radio and Television News Directors Association	Edward R. Murrow Regional Award	Small Market Television Newscast	NewsChannel 10 at 11
2005	National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences	Regional Emmy Winner	Best Evening Newscast (Small Market)	NewsChannel 10 at 11
2005	Virginia Associated Press Broadcasters	Superior Award	Television -- Continuing News	"Bedford Teen Fatalities"
2005	Virginia Associated Press Broadcasters	Meritorious Award	Television - Outstanding Effort by an Individual Reporter	Melissa Martin
2005	Virginia Associated Press Broadcasters	Meritorious Award	Television - Best Investigative Reporting	"Wedding Disasters"
2004	National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences	Regional Emmy Nomination	Weathercasting	Tornado Warnings - Marc Lamarre
2003	National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences	Regional Emmy Winner	News Series: Features	"Getting Out Alive" - John Carlin
2003	National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences	Regional Emmy Nomination	News Segments: General News/Same Day	"Mad Mailman" - Dawn Jeffries
2003	Virginia Association of Broadcasters	Outstanding Feature Reporting	Television - Commercial	"Mad Mailman" - Dawn Jeffries

<u>Year</u>	<u>Organization</u>	<u>Award</u>	<u>Category</u>	<u>Entrant</u>
2003	Virginia Association of Broadcasters	Outstanding Newscast Award	Television - Commercial	NewsChannel 10 at 6
2003	Virginia Association of Broadcasters	Best Morning Show Award	Television - Commercial	NewsChannel 10 Today

Tri-Cities, Tennessee, Virginia

In the Tri-Cities, Tennessee/Virginia DMA, Media General, through its subsidiaries, owns television station WJHL-TV, which is licensed to Johnson City, Tennessee, and the *Bristol (Virginia-Tennessee) Herald Courier*, which is published in Bristol, a city that straddles the Virginia-Tennessee border. The properties are located approximately twenty-five miles apart. Media General also operates a joint website for the *Herald Courier* and WJHL-TV at www.tricities.com. It acquired WJHL-TV in 1997, and the newspaper in January 1998.

Locations, Facilities and Staff. The Tri-Cities market consists of three main population centers, Johnson City and Kingsport, Tennessee, and Bristol, on the Virginia-Tennessee state line. Historically, WJHL-TV had been oriented more toward covering the Tennessee counties in the DMA, and the *Herald Courier* had served the Virginia counties. Since convergence began, WJHL-TV, through access to the newspaper's resources, has been able to broaden its focus and cover more stories, particularly news occurring in the southwestern Virginia counties. Working together, Media General's outlets in the DMA have been able to deliver more news reports, including breaking news, than they could have done independently. Not only have the

number of WJHL-TV's stories on that part of Virginia increased, but the content of stories about news in Virginia has been deepened and made more thorough through convergence. Equally important, each outlet has brought new and different perspectives to its coverage of these stories.

Because of the extremely mountainous nature of the Tri-Cities DMA, WJHL-TV operates a satellite truck to ensure that it can respond to events occurring throughout the market. To ensure that it is able to rapidly report on the daily stories that occur in the Bristol area, WJHL-TV maintains a studio in the *Herald Courier's* newsroom in Bristol, from which it has been able to air breaking news and other stories related to that area. Before convergence began, a WJHL-TV reporter would have had to drive approximately forty-five minutes from Bristol back to WJHL-TV's Johnson City studios to send breaking news about the Bristol area out over WJHL-TV's airwaves. Today, breaking news stories can be sent by fiber from the *Herald Courier* to WJHL-TV's facilities and broadcast immediately. To help ensure such immediate coverage of the entire Tri-Cities area, WJHL-TV in May 2006 also opened a new bureau in Kingsport, Tennessee which is staffed by a WJHL-TV reporter and photographer every weekday.

Despite the distance between them, the converged Media General properties remain extremely connected. A two-way fiber link that allows rapid and continuous sharing of information runs between the physical locations of the television station and the newspaper. Photographers at the *Herald Courier*, in addition to their "still" cameras, carry video equipment to shoot material for the television station. Photographers at WJHL-TV, in turn, carry "still" cameras along with their video equipment. All the photographers have received extensive training on both types of equipment. The *Herald Courier* has also invested in equipment that allows it to edit the video its photographers capture before the content is sent to WJHL-TV via fiber for broadcast.

Since convergence began, the three outlets have not shared any employees, except a "convergence intern," who is employed through a special program to give recent graduates experience on all three platforms. The three outlets have separate and independent editorial staffs, and each outlet makes its own independent editorial decisions. To maximize the coverage of news in the DMA, however, the editors at each outlet post their news budgets on a special internal website that allows the editors to view which reporters at which locations are available to cover "breaking news" as

it arises around the DMA. Personnel at all three outlets also communicate throughout the day by telephone and e-mail to ensure the widest possible and most in-depth coverage of news in the DMA. For instance, although most of the *Herald Courier's* reporters are assigned on a geographic basis, two reporters have specific substantive "beats" -- education and crime. WJHL-TV's reporters have been able to call upon the specialized knowledge and contacts of these reporters when WJHL-TV is working on stories related to education or crime, such as the stories aired in WJHL-TV's "Education Watch" series. WJHL-TV reporters frequently collaborate and share research with the *Herald Courier's* education reporter for the station's education watch segments. Although the reporters from each outlet typically prepare their own stories for broadcast or publication, the *Herald-Courier's* education reporter has appeared in on-air interview segments during WJHL-TV's "Education Watch" segments. The archives maintained by the *Herald Courier*, which has been in existence since 1865, also provide an unparalleled local research source when WJHL-TV's reporters need to check on facts that otherwise are no longer documented in the community.

By working together, the three outlets have increased both the quantity and quality of their coverage of news,

political issues, weather, sports, and community events. Since 1998, WJHL-TV has added ninety minutes of additional local news coverage every weekday, and now broadcasts a total of over twenty-five hours per week of local news. WJHL-TV has added daily weekday newscasts from 5:00 - 6:00 a.m. and from 5:30 - 6:00 p.m. (WJHL-TV's current news schedule is set forth in detail at Tab 1.) Every weekday, WJHL-TV also produces an internet-exclusive news webcast of approximately ninety seconds to two minutes in duration, which is posted on Tricities.com in the late afternoon. The webcast provides news and information with a DMA-wide focus.

This coordination and sharing of resources has resulted in a greater quantity and higher quality of news in the DMA but has not resulted in staff reductions. In January 1998, when Media General acquired the *Herald Courier* and convergence in the Tri-Cities market became possible, WJHL-TV had 83 total employees and 30 news department employees. By the end of 2005, Media General had added four employees in the station's news department, and 10 employees overall.

Political Coverage. By working together, the staffs of the outlets have been able to provide extensive special coverage of regional stories, and even state and national

issues of importance to the DMA, in a manner that would not have been possible before convergence. For example, WJHL-TV and *Herald Courier* crews have traveled to Nashville to report on issues to be considered by the Tennessee Legislature during its regular and special sessions. Earlier this year, the WJHL-TV crew delivered live reports over three consecutive days. Several of these reports included information provided by the *Herald Courier* reporter who had been covering entirely different legislative issues, thus supplementing and enhancing WJHL-TV's legislative coverage. One legislator received such positive reports about the depth of the reporting from his constituents that he requested permission to stream the reports on his own website. The WJHL-TV reporter was also able to provide information, and therefore more depth, to the report the newspaper correspondent prepared. Approaching the legislative story from different angles, they were able to convey wider information and more details to Tri-Cities DMA residents than would have been the case absent convergence.

Teams from both outlets took a similar approach in covering and delivering news about Virginia Governor Tim Kaine's inaugural gala in Abingdon, Virginia earlier this year. The teams focused on different angles of the story.

WJHL-TV's live reports from the gala also featured on-camera reporting by two newspaper reporters and different information they had collected.

Whenever elections or other political events occur in the Tri-Cities area, WJHL-TV's viewers benefit from the station's ability to tap into the experience and in-depth analysis of the *Herald Courier's* team of political reporters as well as their greater access to newsmakers and residents in Bristol and southwestern Virginia. For example, during elections affecting the Bristol area, the *Herald Courier* routinely sends candidates questionnaires which solicit responses on key issues. The candidates' answers are provided to WJHL-TV and Tricities.com. The television station and newspaper provide reports on the answers from candidates for many of the races; Tricities.com makes the responses from candidates for all races available on-line.

WJHL-TV's on-air coverage during campaigns and on election nights has also benefited from convergence. Most recently, in the thirteen days leading up to the August 2006 Tennessee state primary elections and local general elections, WJHL-TV ran pre-election profiles of every candidate in nine different races. For several key races, WJHL-TV reporters interviewed *Herald Courier* reporters who

have specialized in political coverage and, through their long tenures with the paper, have acquired in-depth knowledge helpful to local voters. On election night, working together with the *Herald Courier*, WJHL-TV was able to provide coverage of 100 Tennessee races. *Herald Courier* reporters helped out by phoning in results and information from precincts in Sullivan County, Tennessee that was placed in crawls on the television screen as it became available, and the paper's opinions page editor was available to provide on-air commentary and interpretation during the election newscasts. A complete wrap-up of all results was also posted to Tricities.com. During May 2006 general elections in Tennessee and Virginia, WJHL-TV followed much the same approach during the campaign and on election night, delivering more content to viewers than would have been possible if it had acted alone.

In the November 2005 Virginia general election, WJHL-TV provided coverage of eighteen local races, broadcasting in-depth pre-election profiles of candidates in several key races. As part of its pre-election coverage, WJHL-TV conducted interviews with *Herald Courier* reporters who had extensive knowledge of specific candidates, races, and issues in the Bristol area. These *Herald Courier* reporters also provided results and additional information that WJHL-

TV included in its election night broadcasts and analysis. In addition to providing election night coverage on WJHL-TV and post-election reports in the *Herald Courier*, Media General posted all profiles and results to Tricities.com.

Various elections over the past several years provide further examples of the benefits of convergence. On February 10, 2004, voters in the Tri-Cities area cast ballots in the Presidential primaries in both Tennessee and Virginia as well as in several local Tennessee legislative races. Prior to election day, WJHL-TV prepared and aired a series of reports on the voting process itself, the candidates in various races, and the issues at stake in different referenda. The staff of the *Herald Courier* contributed information on the process of voting in Virginia as well as background information on candidates and ballot initiatives in Virginia, which enriched and made WJHL-TV's reports more thorough. Similarly, when voters in Bristol, Virginia went to the polls on May 4, 2004 to fill city council and school board seats, they had had the benefit of a series of WJHL-TV on-air profiles on the candidates to which the *Herald Courier's* staff had added their expert knowledge.

On election night on these two dates as well as on election night on November 2, 2000, WJHL-TV provided

viewers with continuously updated election information in bottom-of-the-screen crawls as well as cut-ins to prime time programming. In its late night news broadcast, WJHL-TV aired numerous reports from around the area, including from the paper's newsroom with *Herald Courier* reporters presenting wrap-ups on the races that they had been following in-depth. Working together, WJHL-TV and the *Herald Courier* have been able to cover more races in every campaign and election because of the additional resources available through convergence.

In the last few years, WJHL-TV has also provided a great amount of free air time to candidates in various races. For an April 2005 general election, WJHL-TV provided pre-election free air time to candidates running for several seats on the Johnson City Commission and the Washington County, Tennessee School Board. It followed up with full election night on-air and website coverage. Typically, when candidates receive free time, they record statements that air on the station. Following these appearances, WJHL-TV reporters analyze the presentations and present "Truth Tests" examining the accuracies and any inaccuracies included in the statements. WJHL-TV's political and other coverage has also benefited greatly from the fact that, drawing on the resources of Media

General's corporate parent, the station has been able to purchase access to the Associated Press's Electronic News Production System, which offers a wealth of information about elections and news in general.

WJHL-TV, the *Herald Courier*, and Tricities.com also work together to present candidate debates and political specials. During a special election for a Virginia House of Delegates seat early in 2006 which had a very short four-week campaign occasioned by a legislator's sudden departure from office, the *Herald Courier* hosted a candidate debate. As part of their converged efforts, WJHL-TV provided a panelist for this event and provided on-air coverage through reports included in the station's newscasts. Shortly after September 11, 2001, WJHL-TV, with assistance from the *Herald Courier*, presented a special focused on Islam and the Islamic community.

Local News Other special news segments highlight the increased amount of news content and information convergence brings to the DMA. After Hurricane Katrina devastated the Gulf Coast last year and evacuees started heading north on Interstate 81, which runs through the Tri-Cities DMA, the three Media General outlets worked separately and together to ensure that Tri-Cities residents had the maximum information available on the evacuees' food

and shelter needs. At the same time, the three outlets spearheaded a local fundraising drive to allow Tri-Cities residents to make a difference in this unfolding news story.

Similarly, reporters at the three Tri-Cities outlets have covered different angles and perspectives on the rebirth of the coal industry in their region and then worked together to make sure all of the information reached DMA residents. In like fashion, a combined group of newspaper and television reporters traveled to Mississippi to cover the deployment to Iraq of troops drawn from the Tri-Cities area. The broad story would not have been covered as well or as comprehensively if each outlet had proceeded independently; in fact, it might not have been covered at all. Examples of other instances in which the WJHL-TV and *Herald Courier* staffs have teamed up to prepare special reports presented within the station's newscasts are set forth in Tab 2. As shown there, some of these special reports were one-time stories, and some involved continuing coverage. The range of topics they cover is diverse and runs the gamut from uncollected taxes and parking fees to homeland security on the local level to weather technology.

In addition to these special projects, a number of regular features, such as "Education Watch" noted above, achieve wider circulation in the community because of WJHL-TV's cross-ownership with the *Herald Courier*. These features highlight local information, events, and personalities. For example, every weekday evening during the 5:00 p.m. and 6:00 p.m. newscasts, WJHL-TV airs "Medical Watch," which covers health topics in the news in the DMA. In addition to these daily segments, WJHL-TV's "Medical Watch" staff prepares, on a quarterly basis, an in-depth television special on a health-related issue of particular importance. One such recent segment focused on the high incidence of obesity and diabetes in the Tri-Cities area. During the diabetes special, viewers could call in questions to an expert panel; the website had a questionnaire users could complete to evaluate their own condition.

In addition, since 2003, to complement this on-air coverage, the *Herald Courier* has published a monthly "Medical Watch" special insert. The content of this publication picks up and expands on many of the "Medical Watch" television segments. WJHL-TV's "Medical Watch" reporter frequently contributes articles for publication in the *Herald Courier's* "Medical Watch" inserts.

Tricities.com also provides content from both on-air and print versions of "Medical Watch" and other helpful health-related information. These efforts have spurred Media General's competitors to provide more comprehensive local health information. The *Johnson City Press*, the daily newspaper in Johnson City, recently introduced its own free monthly publication addressing health issues. Other specials have featured call-in segments for viewers to learn more about credit reports and scams that target senior citizens. Both topics were followed by live community events.

In addition to specials and regularly televised series, WJHL-TV airs dozens of news stories a month that are made possible in the first instance or made more detailed because of WJHL-TV's collaboration with the *Herald Courier*. As shown by the detailed review of these stories at Tab 3, some involved instances in which the *Herald Courier* staff provided the television station's staff with "tips" on breaking news stories; the station would have otherwise been unaware of these stories. In these cases, WJHL-TV was able to put the stories on the air and get breaking news out to the community long before copies of the *Herald Courier* were delivered the following day. In other instances, *Herald Courier* reporters in locations

where WJHL-TV did not have reporters have provided video for these "tips" and for other ongoing news of local interest.

Community Participation. Media General's converged outlets in the Tri-Cities DMA have not only delivered improved information to the residents of the area but have encouraged those residents to contribute coverage themselves. The Tricities.com website allows viewers to provide feedback and story suggestions and frequently conducts web polls. These suggestions and tips have led to multiple stories ultimately broadcast on WJHL-TV and published in the *Herald Courier*. On a regular basis, viewer-submitted photographs are displayed on-air during WJHL-TV's weather reports, and posted to Tricities.com. The *Herald Courier's* editorial writer has an online blog, and the newspaper conducts a "readers forum" once a month, at which a dozen residents from a cross-section of the community share thoughts and news ideas. Issues raised by participants in this forum are occasionally relayed to WJHL-TV, which has used them to develop related stories for broadcast on the station.

Weather. Convergence has brought residents of the DMA much improved weather coverage. WJHL-TV's meteorologists provide locally-produced content for inclusion in the

Herald Courier's daily weather page. Without WJHL-TV's input, Bristol area residents would not have such detailed locally-produced information in print. As weather events grow into major local and regional stories, the local presence that convergence has created for WJHL-TV allows much more timely and in-depth coverage to residents throughout the DMA. For instance, in 2004, when forecasters were predicting that Hurricane Ivan would stall over the Tri-Cities area, causing extensive flooding, WJHL-TV aired special reports with emergency workers who provided safety advice. Most recently, to deliver information to residents whenever and wherever weather events happen, the Tricities.com website has begun to offer free weather updates via text messaging to cell phone users who ask for this service; WJHL-TV meteorologists provide the content for these updates. To make sure all viewers are aware of impending weather events, WJHL-TV runs crawls during programming directing viewers to the website, where they can obtain exclusive on-line only weather reports. WJHL-TV also can utilize the tower cameras it has installed at its Bristol and Kingsport bureaus to provide video showing weather conditions in those locations. Finally, the station has also launched a twenty-four hour digital

weather channel with content produced in-house by the station's own staff.

Local Sports. Convergence has also enabled WJHL-TV, the *Herald Courier*, and Tricities.com to deliver significantly enhanced sports coverage. *Herald Courier* sports reporters often provide on-air information, allowing viewers to benefit from their knowledge of local teams and sports. Every Friday night during high school football season, WJHL-TV broadcasts an extended version of its late newscast called "Touchdown Friday Night," which provides viewers across the DMA with scores of dozens of local games. *Herald Courier* and WJHL-TV reporters all phone reports and scores to the station so that WJHL-TV can broadcast scores and stories for many more games than its own staff could cover by themselves. For the third straight season, the *Herald Courier*, in collaboration with WJHL-TV, has also published a printed "Touchdown Friday Night" football guide. The publication, which complements WJHL-TV's weekly television program, provides detailed rosters, schedules and photos for all area high school teams. Acting alone, the newspaper's staff could not have delivered such an in-depth report to the residents of Bristol and southwestern Virginia. In addition, Tri-Cities.com offers videos of Friday night games that exceed

the time limitations of WJHL-TV's Friday night broadcasts. WJHL-TV has also featured sports specials on collegiate playoffs and the "Stateline Classic," a girls' softball tournament in Bristol for high school and college teams.

The Tri-Cities area plays host twice each year -- once in the spring and once in the fall -- to major auto races at the Bristol Motor Speedway. These sporting events have in turn spawned some of the largest community events in the Tri-Cities area, events that occur in conjunction with the races. The Food City Family Race Night attracts between forty and fifty thousand people to downtown Bristol each spring and fall race weekend; a portion of the proceeds from the event go to various area charities and organizations. Before convergence, WJHL-TV provided only brief coverage of the event during its newscasts. Since convergence began, however, WJHL-TV has become an official sponsor of each event and broadcasts live newscasts from the events themselves. Extensive coverage of the event also appears on Tricities.com, offering more detail than can be presented on-air or in the *Herald Courier*.

Journalism Awards. The improved news and community coverage enabled by convergence has been recognized not only by the community, but also through numerous professional journalism awards. Attached at Tab 4 is a

list of awards that WJHL-TV, the *Herald Courier*, and Tricities.com have earned in the last several years.

Community Service. As shown in Tab 5, convergence has also allowed the three outlets to better serve community groups and other organizations in the area, such as the American Red Cross, the American Cancer Society, the March of Dimes, a local diabetes walk, the Barter Theater, and the Hands-On! Regional Children's Museum. In March 2006, for example, the outlets ran a cross-platform promotional and fundraising campaign for the American Red Cross. WJHL-TV hosted a blood drive; the television station, newspaper, and website each promoted the event through advertisements and stories. Tricities.com also served as a portal for collecting on-line donations to the Red Cross. Together, WJHL-TV, the *Herald Courier*, and Tricities.com were able to make this event far more successful than any one outlet could have done alone. Segments within WJHL-TV's newscasts have also been presented to foster community-wide initiatives. These newscasts have highlighted many local initiatives, personalities, and issues, including local tutoring efforts, outstanding teachers, and stresses children sometimes experience in changing schools.

WJHL-TV LOCAL NEWS SCHEDULE

WJHL-TV currently provides the following local news programming, in addition to CBS Network programming:

News Channel 11 Morning Edition: 5:00 a.m. - 7:00 a.m.
(Monday-Friday)

Four 3-minute local news/weather cut-ins and six 25-second weather cut-ins during CBS morning programming:
7:00 a.m. - 9:00 a.m. (Monday - Friday)

News Channel 11 at Noon: 12:00 p.m. - 12:30 p.m.
(Monday - Friday)

News Channel 11 at 5: 5:00 p.m. - 5:30 p.m.
(Monday-Friday)

News Channel 11 at 5:30: 5:30 p.m. - 6:00 p.m.
(Monday-Friday)

News Channel 11 at 6: 6:00 p.m. - 6:30 p.m.
(Monday-Friday)

News Channel 11 Nightside: 11:00 p.m. - 11:35 p.m.
(Monday-Friday)

News Channel 11 Weekend Edition: 6:00 p.m. - 6:30 p.m.
(Saturday - Sunday)

News Channel 11 Nightside: 11:00 p.m. - 11:35 p.m.
(Saturday - Sunday)

**SPECIAL REPORTS JOINTLY PRODUCED
BY WJHL-TV AND THE *BRISTOL HERALD COURIER***

2006

"Kaine Inaugural Gala" - WJHL-TV worked with the *Bristol Herald Courier* to cover different aspects of the pre-inaugural events for Virginia Governor-elect Tim Kaine. WJHL-TV delivered live reports from the gala site in Abingdon, which included on-camera live debrief interviews with a *Courier* reporter covering another angle of the story.

"Tennessee Legislature" - WJHL-TV crews traveled to Nashville and delivered live reports over 3 consecutive days focusing on the issues to be considered by the Tennessee Legislature during their regular and special session. Several of the live reports included debriefs with the *Bristol Herald Courier* reporter covering a separate issue before the Legislature. These WJHL-TV pieces were streamed on tricity.com. Since the stories aired, WJHL-TV has received a request from Tennessee Senator Rusty Crowe for permission to stream WJHL-TV's story on 'Behind the Scenes at the Legislature' on his website because of the positive response he received from constituents.

"DNA Post-Execution Testing" - WJHL-TV worked with the *Bristol Herald Courier* to cover the results of testing ordered in Virginia on a man who had been executed 10 years earlier. WJHL-TV relied on the *Courier's* Kathy Still for background information, as she covered the execution and knew the victim and the convicted. WJHL-TV featured Kathy and her perspective for a live debrief in a 5:30pm newscast.

"Jeanette Carter memorial" - WJHL-TV produced several memorial reports on the passing of Jeanette Carter in late January and the public tributes to her. As part of the coverage, the television station worked with the *Bristol Herald Courier's* feature reporter, Joe Tennis, to research and gather information about the Carter family's significance to the area and the impact of her death. WJHL-TV provided still pictures to the *Courier* from several of the events and posted those images to tricity.com.

"Smoky Mountain Heritage Center" - WJHL-TV features reporter Tim Cable and *Bristol Herald Courier* features reporter Joe Tennis jointly visited and produced pieces on the newest attraction to highlight the Smoky Mountains and its history. WJHL-TV's television piece included a push to Joe's complimentary *Courier*

piece. Images/excerpts from both were posted and featured on tricityies.com.

"Troop Return" - WJHL-TV and the *Bristol Herald Courier* worked together on coverage of area troops returning from Iraq. Crews traveled together to Mississippi and presented reports.

"Bristol Race Week" - WJHL-TV, the *Bristol Herald Courier* and Tricityies.com delivered strong multimedia content coverage of race week at Bristol Motor Speedway and surrounding events and atmosphere. WJHL-TV produced live newscasts from the Speedway, live newscasts from Family Race Night and a live "Trackside" sports special from multiple locations. WJHL-TV produced and aired stories about the race-week atmosphere, security, new race camping taxes, extreme fans, terrorism warnings and the economic impact. These stories each contained an element of another story gathered and reported by the *Courier*, with additional information and images posted to Tricityies.com.

"Online Safety" - WJHL-TV, the *Bristol Herald Courier* and Tricityies.com developed and delivered multimedia coverage of online safety for teens and young children. This content centered around methods to keep kids who frequent websites like myspace.com safe from those who also visit the sites as predators. Each platform delivered unique content that complimented and pushed towards the counterparts.

"Kites" - WJHL-TV feature reporter Tim Cable and *Bristol Herald Courier* feature reporter Joe Tennis planned and delivered separate and complimentary stories on 3 retired Virginia coal miners who now make a living making kites near the Mount Rogers National Recreation Area.

"Unpaid Taxes" - WJHL-TV produced a Targeted Special Report on unpaid property taxes and the over 1 million dollars Tri-Cities municipalities could spend if some landowners and businesses would pay up. The *Bristol Herald Courier* delivered a complimentary piece on delinquent tickets and how much its costing the Bristol area to try to recover those funds. Together, these pieces ran under the 'Who's Holding Out?' banner with additional information and delinquent tax lists posted to tricityies.com.

"Heart Talk" -- WJHL-TV produced and aired a sixty-minute women's heart health special. Content from this show is used for the February issue of the *Bristol Herald Courier's* Medical Watch publication. "Heart Talk" is a sixty-minute, commercial-free news special on heart health during which two panels of

medical experts in two locations took calls into a phone bank and answered questions submitted through tricitities.com on heart health and disease prevention.

2005

"Medical Watch" - in February, WJHL-TV produced a sixty-minute heart health special hosted by Medical Watch report Sara Diamond. Material from the show was used as content for a *Bristol Herald Courier* Medical Watch publication

"Your Tax Dollars, Uncollected" - In February, WJHL-TV and the *Bristol Herald Courier* conducted a joint investigation into unpaid and outstanding taxes, tickets and fines owed to area municipalities and analyzed how much money each area stood to add to its budget if it could simply collect the delinquent amounts. A WJHL-TV reporter, who learned one city was planning a large collection effort for parking fines, initiated the research. WJHL-TV staff researched delinquent fines in areas in Tennessee while a *Bristol Herald Courier* reporter did the same for areas in Virginia. The two then combined their research to develop pieces that aired 2/24/05 and printed 2/25/05 presenting the results.

"How Safe Is Our Homeland?" - In February, WJHL-TV continued an investigation first started by the *Bristol Herald Courier* to identify the recipients of federal homeland security funds in the Tri-Cities. A WJHL-TV reporter analyzed initial data compiled by a *Courier* reporter to determine which areas received the most funding and which received the least. The WJHL-TV reporter then used the information to develop more detail on who was being left out of the funding and what preparedness equipment the area still lacked. The WJHL-TV report aired 2/27/05 and included the *Courier's* findings, as well as a live explanation of additional background by the *Bristol Herald Courier* reporter.

"Close To Home-Frog Level, Virginia" - One of a series of feature pieces exploring little-known areas of southwest Virginia by WJHL-TV's Tim Cable and a *Bristol Herald Courier* reporter, aired and printed in February.

"Close To Home-Bee, Dickenson County" - One of a series of feature pieces exploring little-known areas of southwest Virginia by WJHL-TV's Tim Cable and a *Bristol Herald Courier* reporter, aired and printed in February.

"Close To Home-Drill, Virginia" - One of a series of feature pieces exploring little-known areas of southwest Virginia by WJHL-TV's Tim Cable and a *Bristol Herald Courier* reporter, aired and printed in February.

2004

"Education Watch: Gangs In Schools" - The *Bristol Herald Courier* and WJHL-TV assigned their respective education beat reporters to conduct an investigation into growing gang crime within multiple school districts in the Tri-Cities DMA. The WJHL-TV reporter's story aired 2/17/04 while the *Bristol Herald Courier*'s report was printed 2/18/04. The reporters each compiled statistics from different school districts. The reporters then compared the information to determine trends within area schools. The WJHL-TV reporter prepared a story that detailed the amount of activity and what type of activity local schools were seeing. The *Bristol Herald Courier* reported on specific cases of gang activity and provided tips for parents and teachers on how to spot gangs as well as how to report suspicions.

"Growing Pains" - This joint project examined the area's evolution and expansion as well as the inconveniences and unexpected issues facing various municipalities as they grow and try to keep up with progress. The WJHL-TV's report aired 2/26/04; reports from several *Bristol Herald Courier* reporters printed as part of its Progress edition on 2/28/04, which was prepared by numerous *Courier* reporters, several of which had decades of experience in covering the Tri-Cities. The station's reporter utilized their expertise to help analyze which areas in the region were growing at such a rate that their infrastructures could not keep up with development. He then visited those areas to prepare a television report on their experiences and their efforts to plan for the future.

"Spring Races at Bristol Motor Speedway" - On 3/27 and 3/28, WJHL-TV and the *Bristol Herald Courier* teamed up to cover the first of two yearly NASCAR race weekends in the Tri-Cities, a time when 500,000 fans converge on the area. The *Bristol Herald Courier* -- as the 'hometown' paper of the track -- covered multiple aspects throughout the week leading up to the races as well as the races themselves. While gathering those pieces, *Courier* photographers routinely shot video for WJHL-TV while print reporters gathered information that could be used in WJHL-TV live newscasts. WJHL-TV prepared additional reports on activities in and around the track, taking video and also snapping still pictures and forwarding them to the *Courier* for

inclusion in its publications. Additionally, WJHL-TV put a "face to the voice" heard for years by race fans with a profile piece on the *Courier's* David McGee who pulls double-duty as Bristol Motor Speedway's track announcer. WJHL-TV produced "Trackside" specials that featured information and interviews concerning the event. Together, the two outlets maintained a "Race Photos Gallery" on their joint website; a special racing section, including information and images provided by WJHL-TV, was printed and distributed by the *Courier* over the weekend of the races.

"Passion of the Christ" - WJHL-TV and the *Bristol Herald Courier* provided team coverage of the release of the controversial motion picture the Friday of Easter weekend, 4/9/04. Various pieces explored the reaction of churches, the details of the movie, the debate over showing the film, and the reaction of moviegoers in the heart of the Bible belt. Together, material from the *Bristol Herald Courier* and WJHL-TV provided a comprehensive package featured on the joint website, tricitities.com. On the night of the film's local release, WJHL-TV and the *Courier* sent reporters and photographers to various theaters and provided information and images to each other about turnout and reaction to the film. Working together, they were able to cover more locations. WJHL-TV aired a comprehensive report, and the *Courier* followed with separate print pieces.

"Big Tom In The Big Apple" - WJHL-TV and the *Bristol Herald Courier* worked together to follow local "Survivor" contestant Tom Buchanan to the finals of "Survivor All Stars" in New York. The work of a *Courier* reporter during Buchanan's previous season on "Survivor" allowed WJHL-TV to bring viewers insight into the competition that would not have been possible without the partnership. The previous year, the *Courier* reporter had visited Buchanan's family weekly and joined them as they watched each episode. His regular columns detailed each family member's reaction as well as that of friends and neighbors. The reporter then introduced WJHL-TV and the Buchanan family when "All Stars" premiered. The WJHL-TV and *Courier* reporters were able to conduct live interviews with the family members and then travel with them to the finale in New York. There, they provided viewers and readers with day-by-day coverage of the finale from different perspectives. The final reports on the trip aired on WJHL-TV on 5/13/04, while *Bristol Herald Courier's* final report printed on 5/11/04.

"Education Watch: Truancy" - WJHL-TV's education reporter and a *Bristol Herald Courier* reporter teamed up to conduct a joint investigation into the truancy rates in Tri-Cities area school

systems. The WJHL-TV reports aired on 5/6/04, while the *Courier's* stories printed on 5/7/04. The reporters worked together to collect truancy statistics from a number of area school districts and then evaluate them to determine trends and areas with high truancy rates. The reporters also interviewed various school administrators, law enforcement officials, and judges to determine the amount of money each district spends annually to combat truancy.

"Operation Big Coon Dog" - Beginning 6/24/04 and continuing to today, WJHL-TV and *Bristol Herald Courier* reporters have worked together to cover the arrests and subsequent prosecutions of numerous Buchanan County, Virginia public officials, businessmen, and a federal employee on bribery, conspiracy, racketeering and fraud charges. The joint efforts began with a "tip" to WJHL-TV from a *Courier* reporter that the arrests were taking place. The *Courier* reporter gained the information because of a close working relationship with several judicial sources. The early notification allowed WJHL-TV to have crews in place as the arrestees were booked into jail to get and air video of the surprising turn of events. For the next few months, *Courier* reporters attended the hearings and trials and reported on-air in WJHL-TV's evening newscasts, as events warranted. The *Courier's* reporters provided WJHL-TV with information on procedural routines and insight gleaned from key players.

"Tri-Cities Endangered History" - WJHL-TV and the *Bristol Herald Courier* worked together on an investigation into Tri-Cities historical sites that were facing potential loss of funding or their preservation status. The WJHL-TV reporter gathered information for sites in the state of Tennessee while the *Courier* reporter gathered information for Virginia. The two then compared their results to determine which sites faced the most immediate danger. They visited the sites with researchers and developed reports profiling the 'forgotten' historic areas of the Tri-Cities region. The print and broadcast reports were disseminated on 7/2/04.

"Fall Races at Bristol Motor Speedway" - The weekend of 8/27 and 8/28/04, WJHL-TV and the *Bristol Herald Courier* teamed up again to provide comprehensive coverage of the year's second NASCAR race weekend in the Tri-Cities DMA. WJHL-TV again produced "Trackside" specials that featured race information and helped maintain the "Race Photos Gallery" on tricitie.com. The *Courier* printed a special racing section, including information and images provided by WJHL-TV, and assisted in shooting video for WJHL-TV.

Hurricanes and Tropical Storms - Hurricanes and flooding coverage took center stage three separate times during the third quarter of 2004, providing numerous examples of the benefits of convergence between WJHL-TV and the *Bristol Herald Courier*. Several of the hurricanes that hit Florida in September 2004 brought massive rains to the Tri-Cities DMA. By coordinating coverage efforts, the *Courier* and WJHL-TV were able to fan reporters and photographers across the area to many more locations to report on each storm's effects as it approached and then passed through the area. As the storms moved out, staff members reported from the areas that saw the greatest flooding. Working together, the outlets covered and provided information from many more areas than would have been possible if each outlet acted alone. The *Courier* was also able to tap into the knowledge of WJHL-TV's three certified meteorologists to better predict the storm's paths and impacts. As part of its broadcasts, WJHL-TV aired a number of images taken by *Courier* reporters and photographers, broadening the story it presented to viewers. All information and images were also posted on the joint website.

The area was hardest hit by Ivan the week of 9/13/04. When it became apparent the storm would be hard hitting, WJHL-TV broke format to bring viewers a 30-minute, commercial-free severe weather special titled "Eye On Ivan." That special was streamed live on the joint website. During the 30-minute broadcast, viewers heard from emergency management officials in the studio and at remote locations via satellite, received pre-storm and post-storm tips from the local Red Cross, heard from law enforcement agencies readying to respond to heavy flood waters, and got data on the track of the storm. The *Courier* followed up with stories and information. The *Bristol Herald Courier* and WJHL-TV working together were able to provide more thorough coverage of everything from school closings to road collapses and flooding deaths. Coverage of Ivan's arrival into the Tri-Cities continued into the early morning hours of Friday with continual television updates, rapidly updated images on the web site, and reports in Friday's *Bristol Herald Courier*.

"Education Watch: School Lunches" - WJHL-TV and the *Bristol Herald Courier* conducted a joint investigation into the quality and nutritional value of the lunches being served by Tri-Cities school cafeterias. Initially, the reporters worked together to gather health department records on inspections of each school in the prior year. The reporters then reviewed and analyzed the records to determine which schools made passing grades and which schools had not. The team then consulted various health

officials to report on how the cafeterias selected menus, offered selections, and followed nutritional guidelines. They also visited several cafeterias to determine if students were making nutritional choices and examined how the luncheon fare may or may not be contributing to childhood obesity. The WJHL-TV story aired on 11/9/04, and the *Bristol Herald Courier* story printed on 11/9/04. Working together, the team was able to review more records, consult more officials, and visit more schools.

2003

"Spring Races at Bristol Motor Speedway" - WJHL-TV and the *Bristol Herald Courier* teamed up to provide complete coverage of the events of the NASCAR race weekend on 3/22 and 3/23/03, including production of a "Trackside" television special and printing of a special section in the *Bristol Herald Courier*. WJHL-TV's coverage relied on archives regarding information about significant past events at Bristol Motor speedway.

"Endless Emergency Room Waits" - WJHL-TV conducted an investigation in April 2003 into the amount of time patients must wait for treatment at Tri-Cities area emergency rooms, a story that followed a debate between two local hospital systems over the need for a new hospital in Johnson City. The WJHL-TV reporter spent several nights inside emergency rooms to gather images and information for her report that aired 4/29/03. That report built on information gathered by the *Bristol Herald Courier* concerning Wellmont Health Systems, a company based in Bristol. WJHL-TV provided the *Bristol Herald Courier* with the results of its nights in the emergency room, which provided amplification for a *Courier* report that printed 4/30/03.

"Education Watch: Keeping Qualified Male Teachers" - WJHL-TV and the *Bristol Herald Courier* assigned their respective reporters to research and prepare a story that looked into the difficulties faced by local school districts in trying to maintain a stable percentage of male teachers within Tri-Cities area schools. The WJHL-TV report and the *Bristol Herald Courier* report appeared 5/21/03. They included details from interviews conducted with teachers in several schools and analysis of several education experts. WJHL-TV was able to cover information from more schools and more teachers, particularly in southwest Virginia, than would be possible without the collaboration.

"Fall Races at Bristol Motor Speedway" - The *Bristol Herald Courier* and WJHL-TV together provided viewers and readers with complete coverage of the fall 2003 NASCAR races the weekend of 8/22 and 8/23/03. WJHL-TV's news and sports teams delivered newscasts during a "Trackside" special. A *Bristol Herald Courier* special section, including images gathered by WJHL-TV photographers, was also printed and distributed.

"Made in the Tri" - A WJHL-TV reporter and a reporter from the *Bristol Herald Courier* together researched what companies in the area provide unique products or services to the rest of the country and the world. The *Courier's* reporter researched companies in Virginia while the WJHL-TV reporter concentrated on companies in Tennessee. They then compiled the information to provide more information than each could have singly gathered. The WJHL-TV reporter's story aired 11/24/03; the *Bristol Herald Courier's* report printed 11/25/03.

REPORTS IMPROVED OR MADE POSSIBLE THROUGH CONVERGENCE

2006

8/01/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that hikers in Washington County, Virginia had found human remains inside a cave.

8/02/06 - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol Tennessee Mayor Jim Messimer would be released from the hospital that day after suffering a minor stroke two weeks prior. WJHL-TV aired the story.

8/02/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that police had determined a cause and arrested a suspect in a shooting on River View Drive. WJHL-TV aired the story.

8/02/06 - The *Bristol Herald Courier* told WJHL-TV that two of the 14 people charged in the City of Appalachia voter fraud investigation had agreed to cooperate with prosecutors, which was an update in the case. WJHL-TV aired the story.

8/05/06 - The *Bristol Herald Courier* provided WJHL-TV with information from a public hearing in Russell County, Virginia on a planned methadone clinic. WJHL-TV aired a news report containing that information.

8/9/06 - *Bristol Herald Courier* reporter Jennifer Wig provided WJHL-TV with information contained in a newly-released salary study of county employees. WJHL-TV aired the report.

8/9/06 - WJHL-TV reporter Tim Cable and *Bristol Herald Courier* reporter Joe Tennis traveled together to produce stories on 'fairy stones' in Patrick County, Virginia. WJHL-TV aired a report and the *Courier* published a story.

8/10/06 - The *Bristol Herald Courier* alerted WJHL-TV that police had arrested a second person in the murder of a Tazwell County, Virginia man. WJHL-TV aired the story identifying the suspect.

8/10/06 - *Bristol Herald Courier* reporter David McGee relayed information to WJHL-TV about Bristol-based King Pharmaceuticals' most recent earnings report. WJHL-TV aired the story.

8/11/06 - WJHL-TV learned about a new task force in Sullivan County that had been formed to study school consolidation from

reporters at the *Bristol Herald Courier*. WJHL-TV aired the story.

8/11/06 - The *Bristol Herald Courier* alerted WJHL-TV that a judge had issued a ruling that cameras would only be allowed in the Virginia courtroom in the case of Andrea Petrosky on certain conditions. WJHL-TV aired a story detailing those conditions with information from the *Courier* reporter.

8/11/06 - The *Bristol Herald Courier* tipped WJHL-TV that police in Bristol had arrested a man accused of sex acts with a minor. WJHL-TV confirmed the information and got additional information and relayed it in a story that evening.

8/14/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that a football player from JI Burton High School in Norton, Virginia had been killed in a car accident. WJHL-TV aired the story.

8/14/06 - The *Bristol Herald Courier* told WJHL-TV about a police-involved shooting that had killed a man at the Oxford Square Apartments in Richlands, Virginia. WJHL-TV aired a report with that information.

8/15/06 - The *Bristol Herald Courier* provided WJHL-TV with information that improvements at JJ Kelley High School in Wise County, Virginia would begin the next week, after approval of the contract during a school board meeting that the *Courier* attended but WJHL-TV did not. WJHL-TV aired the story.

8/15/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that scientists had discovered fossilized bones at a pre-historic site in Saltville, Virginia. WJHL-TV aired the story.

8/15/06 - The *Bristol Herald Courier* told WJHL-TV that a 19 year old had been killed in a crash on Highway 23 in Wise County, Virginia. WJHL-TV aired the story.

8/15/06 - The *Bristol Herald Courier* told WJHL-TV about changes that would happen to area parking restrictions for the upcoming race week and provided WJHL-TV with a detailed list of those changes. WJHL-TV aired the story.

8/15/06 - The *Bristol Herald Courier* provided WJHL-TV with information that a Sullivan County jail inmate had been hospitalized after a fight at the facility. WJHL-TV aired the report.

8/16/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that officials in Marion, Virginia had determined that an apartment fire the previous Monday day had been caused by a child playing with a lighter. WJHL-TV aired the report.

8/16/06 - *Bristol Herald Courier* reporter Joe Tennis and WJHL-TV reporter Tim Cable traveled together and jointly covered the story of North Carolina's Chimney Rock going up for auction. WJHL-TV aired the story with material from both reporters.

8/16/06 - The *Bristol Herald Courier* told WJHL-TV about the controversy surrounding a beer permit application by the Mad Greek Restaurant in Bristol. WJHL-TV aired the story with details of the controversy.

8/17/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Sheree Blackwell had been sentenced to 30 years in prison for killing her grandmother. WJHL-TV aired the report.

8/17/06 - The *Bristol Herald Courier* provided WJHL-TV with information that a Wise County, Virginia grand jury had indicted Dr. Jill Couch with illegally distributing narcotics. WJHL-TV aired the story.

8/17/06 - *Bristol Herald Courier* reporter David McGee did a live interview in WJHL-TV's evening newscasts about information he gathered on the rising popularity of camping around Bristol Motor Speedway.

8/19/06 - The *Bristol Herald Courier* told WJHL-TV that former Washington County Sheriff's Detective Jessee Kennedy was charged with several felony crimes, and that he had pleaded guilty during a court hearing on the charges. WJHL-TV aired the story.

8/21/06 - The *Bristol Herald Courier* told WJHL-TV about results of its research into land for sale around Bristol Motor Speedway and recent land sales. WJHL-TV used the information in an evening report.

8/22/06 - *Bristol Herald Courier* reporter Joe Geraghty did a live interview on WJHL-TV about what he learned during a news conference WJHL-TV was not able to attend on a planned RV condominium complex near Bristol Motor Speedway.

8/22/06 - The *Bristol Herald Courier* told WJHL-TV about details of the arraignment of Charles Henry Dye of Bristol on aggravated sexual assault charges. WJHL-TV aired the update.

8/23/06 - *Bristol Herald Courier* feature reporter Joe Tennis and WJHL-TV feature reporter Tim Cable traveled together to cover the story of the Sam Houston Schoolhouse. A report aired on WJHL-TV.

8/25/06 - WJHL-TV aired a live interview in its evening newscast with *Bristol Herald Courier* reporter Joe Geraghty about the amount of electricity required to power the lights for night racing at Bristol Motor Speedway for the upcoming races.

8/28/06 - The *Bristol Herald Courier* told WJHL-TV details of action that was to be taken at a zoning appeals board meeting in Bristol, Virginia regarding a proposed low-income housing project. WJHL-TV aired the report. Subsequently, WJHL-TV aired a live interview in the evening newscast with *Courier* David McGee, who covered that meeting.

8/29/06 - The *Bristol Herald Courier* told WJHL-TV that 2 men accused of setting fire to a church in southwest Virginia had been sentenced to 60 months in prison. WJHL-TV aired the report.

8/30/06 - Feature reporters from WJHL-TV and the *Bristol Herald Courier* reported on a 'Rubik's Cube Magician' from Big Stone Gap, Virginia.

8/31/06 - The *Bristol Herald Courier* provided WJHL-TV with an update into the investigation of a fatal boating crash on Boone Lake. WJHL-TV aired the report.

July 2006

7/1/06 - WJHL-TV aired a report in its evening newscast with video shot by *Bristol Herald Courier* photographer Andre Teague of the Bristol Sesquicentennial Celebration and the parade down State Street as part of the event.

7/3/06 - The *Bristol Herald Courier* provided WJHL-TV with information that 3 new members of the Bristol City Council had been sworn in during the Bristol City Council meeting, and that the group had chosen a new mayor and vice mayor. WJHL-TV aired the report.

7/4/06 - The *Bristol Herald Courier* relayed details of a 4th of July celebration at Historic Rocky Mount. WJHL-TV used the information as the script in a report delivered over video during its evening newscasts.

7/5/06 - *Bristol Herald Courier* feature reporter Joe Tennis and WJHL-TV feature reporter Tim Cable traveled together to historic White's Mill in Abingdon to produce, publish and air a multimedia story about a new fundraising activity based around fishing at that location. WJHL-TV aired the story on the same day the newspaper article appeared.

7/5/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that the Town Council in Appalachia had unanimously voted to appoint JC Swiney as Mayor after Ben Cooper resigned. WJHL-TV aired the story.

7/6/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that Touchstone Wireless had bought the old Wal-Mart building on West State Street and would expand, providing 100 new jobs. WJHL-TV aired the story.

7/7/06 - *Bristol Herald Courier* reporter David McGee provided WJHL-TV with information about the planned \$9.5 million renovation of a downtown building into a country music museum and cultural arts center. WJHL-TV interviewed McGee live about his findings on an evening newscast.

7/7/06 - The *Bristol Herald Courier* told WJHL-TV that a judge had ruled adoptions would be delayed in the case of a suspected puppy mill that was busted, due to the appeal of the person charged in the case. WJHL-TV aired the update.

7/10/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that two Bristol Tennessee businesses who had lost their beer permits in June were asking a judge to overturn the decision. WJHL-TV aired the report.

7/11/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that the Bristol, Tennessee City Council would appoint a new mayor at its meeting that night. The *Courier* reporter called WJHL-TV after the meeting with results of the vote, and WJHL-TV aired an update on the new mayor during its 11pm newscast.

7/12/06 - The *Bristol Herald Courier* provided WJHL-TV with information that an expansion project at Laurel Marina on South Holston Lake had received final approval and would move forward, after lengthy opposition. WJHL-TV aired the report.

7/13/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that the EPA

was ordering the cleanup of Beaver Creek and Little Creek after contamination from livestock and septic systems.

7/14/06 - The *Bristol Herald Courier* provided WJHL-TV with information that a grand jury had handed down indictments against Terry Lee Maxwell, a teacher, for taking indecent liberties with a child. BHC Reporter Zach Fox sent details of the charges along with a mug shot of Maxwell to WJHL-TV, who aired the report.

7/14/06 - WJHL-TV interviewed *Bristol Herald Courier* reporter Zach Fox live on its evening newscasts about details from the state of Virginia's Pandemic Flu Plan.

7/17/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that the US Postal Service had reversed its decision to shut down the Southside Post Office in Bristol Tennessee, and were instead looking for a new location. WJHL-TV aired the report.

7/17/06 - The *Bristol Herald Courier* provided WJHL-TV with information about a plea by former Coeburn police officer Jason Jackson on charges of sexual assault. The *Courier* reporter was in the courtroom for a hearing, while WJHL-TV was unable to attend. WJHL-TV aired the report with information provided by the *Courier*.

7/17/06 - The *Bristol Herald Courier* told WJHL-TV that Sullivan County Commissioners were negotiating with a private businessman to sell 67 acres of its landfill to the operator of Ecosafe Corporation. WJHL-TV aired the report.

7/18/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that construction had started around Bristol Motor Speedway on pedestrian bridges, although there had been changes to the original plan. WJHL-TV aired the update.

7/19/06 - The *Bristol Herald Courier* provided WJHL-TV with information that Sullivan County had approved the use of on-line tag renewal from the county clerk's office. WJHL-TV aired the report about the new service, and offered a link to the renewal page on tricitie.com.

7/19/06 - The *Bristol Herald Courier* and WJHL-TV sent its feature reporters together to Smoky Mountain National Park to do a multimedia story on the waterfall chain. WJHL-TV aired the story and the *Bristol Herald Courier* published a report and pictures.

7/20/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that the beer license for Scooter's Market on Pennsylvania Avenue had been revoked after they were caught selling alcohol to minors. WJHL-TV aired the report.

7/20/06 - The *Bristol Herald Courier* told WJHL-TV about a fire in Sullivan County in the late morning that destroyed a mobile home and damaged another. Reporter Joe Geraghty relayed details of the fire and the cause to WJHL-TV, which aired the report.

7/20/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that a long-time Bristol, Virginia restaurant - Damon's Grill - was shutting its doors and the owner was selling the property. WJHL-TV aired the report.

7/20/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the upcoming "Mountain Stage" radio show that was to be hosted from Bristol's Paramount Theater was sold out. WJHL-TV aired the update on ticket sales.

7/21/06 - The *Bristol Herald Courier* provided WJHL-TV with information that Former Gate City, Virginia Mayor Charles Dougherty had been sentenced to 32 days in jail and would pay a \$32,000 fine after being convicted of election fraud. WJHL-TV aired the report.

7/24/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that there had been a small fire at the Sullivan County jail that evening, but no injuries. WJHL-TV aired the report.

7/24/06 - The *Bristol Herald Courier* told WJHL-TV that Kenneth Reynolds Junior, who had been a suspect in a weekend stabbing, had turned himself in to police. WJHL-TV aired the report.

7/25/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the status of jury selection in the trial of Timothy Lynn Denton. WJHL-TV had not been able to staff the courtroom, so the *Courier's* information allowed WJHL-TV to air the report.

7/25/06 - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol resident Scott Smile was headed to Las Vegas after winning a spot in the World Series of Poker championships. WJHL-TV aired the report.

7/25/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that Wise County Schools was altering its back to school schedule because of the school's lack of air conditioning. WJHL-TV aired the report with details of the altered schedule.

7/25/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the expansion of "U.S. Solutions", a Bristol-based company. The expansion would create 100 new jobs for the area. WJHL-TV aired the report.

7/26/06 - The *Bristol Herald Courier* told WJHL-TV that Timothy Denton had been convicted by a Sullivan County jury and sentenced to life in prison for the 2003 crime. WJHL-TV aired the report.

7/26/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that the Bristol, Virginia City Council had voted to fund a school resource officer position at Virginia Middle School, after a long debate over ending the program. WJHL-TV aired the report.

7/26/06 - The *Bristol Herald Courier* provided WJHL-TV with information that contracts had been awarded to Bur-Wil Construction Company for the third phase of construction and restoration of the historic Bristol train station. WJHL-TV aired the report.

7/27/06 - A *Bristol Herald Courier* reporter alerted WJHL-TV that a Sullivan County judge had suspended the trial of dog breeder Vicky Hardin in order to have her undergo a mental evaluation. WJHL-TV aired the trial update.

7/27/06 - The *Bristol Herald Courier* provided WJHL-TV with information that construction was 6 weeks ahead of schedule at the Sullivan County jail on an addition to the facility. WJHL-TV aired the report.

7/27/06 - The *Bristol Herald Courier* told WJHL-TV that Bristol, Tennessee Mayor Jim Messimer had suffered a stroke earlier that night and was in the hospital. WJHL-TV aired the report with details learned from the Mayor's son about his condition.

7/30/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the identification of a man found dead inside his burning home. The man was identified as Joe McCready. WJHL-TV ran a report on the identification.

June 2006

6/1/06 - The *Bristol Herald Courier* provided WJHL-TV with video from the demolition site of the former First Bristol Bank on Volunteer Parkway where workers were unable to knock down or knock through the bank's former vault, and were instead going to have to call in a specialty demolition company. WJHL-TV aired the report with video shot by the *Bristol Herald Courier*.

6/1/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Sullivan County was investigating vandalism at one of the county's high schools. WJHL-TV aired the story.

6/1/06 - The *Bristol Herald Courier* provided WJHL-TV with video from an accident along highway 11-E. WJHL-TV aired the video.

6/5/06 - The *Bristol Herald Courier* provided WJHL-TV an information update on the city of Appalachia's investigation into voter fraud. The *Courier* learned that Mayor Ben Cooper had resigned as a result of the probe. WJHL-TV aired the report.

6/6/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Bristol, Tennessee was annexing 83 acres of farmland off State Route 126, where an upscale subdivision was to be built. WJHL-TV aired a report on the plans.

6/9/06 - The *Bristol Herald Courier* told WJHL-TV that two men accused and charge with setting a church fire in southwest Virginia had pled guilty to the charges. WJHL-TV aired the report.

6/09/06 - Gambling - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on the popularity of gambling and bingo in the Tri-Cities region, including a live on-air interview broadcast on WJHL-TV.

6/12/06 - WJHL-TV aired a report in its evening newscast with information from *Bristol Herald Courier* reporter Matt Lakin on the sentencing of Vince Donald Gilmer to life in prison for killing his father. WJHL-TV aired the report.

6/13/06 - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol, Virginia city and school leaders had

again stalled talks about budget funding. WJHL-TV aired an update on the negotiations.

6/13/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter who had attended a speech by Governor Tim Kaine in Abingdon on tourism. WJHL-TV was not at the speech and aired an update based on the *Courier's* information.

6/14/06 - The *Bristol Herald Courier* told WJHL-TV that a new flag pole had been dedicated by the Boy Scouts in front of the National College of Business and Technology offices in honor of that college's veteran alumni. WJHL-TV aired the report.

6/14/16 - The *Bristol Herald Courier* told WJHL-TV that Emory and Henry University had named a new college president, a female, for the first time in the University's history. WJHL-TV aired the report on the identity of the new president.

6/16/06 - The *Bristol Herald Courier* provided WJHL-TV with information that the budget talks between Bristol schools and Bristol city government had been officially tabled. WJHL-TV aired an update on the negotiations.

6/16/06 - Metal Thefts - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on a rash of recent thefts of copper and other metals in the Bristol area, including a live on-air interview broadcast on WJHL-TV.

6/21/06 - The *Bristol Herald Courier* told WJHL-TV that the Tri-Cities airport's marketing committee was working to add a 'booking engine' to the airport's web site, making it easier to find flights in and out of the airport. WJHL-TV aired the report.

6/22/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that state wildlife officials were setting up traps to catch a black bear that had been seen in several Bristol neighborhoods in the past week, including the Bellbrooke Estates subdivision. WJHL-TV aired the report.

6/22/06 - Bristol Parking - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on the parking situation in Bristol, including a live on-air interview broadcast on WJHL-TV.

6/23/06 - Diabetes Impact - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on the increasing impact of diabetes on Tri-Cities residents, including a live on-air interview broadcast on WJHL-TV.

6/23/06 - Fatal Boat Accident - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on a fatal hit and run boat accident in on Boone Lake that killed 1 man and injured another, including a live on-air interview broadcast on WJHL-TV.

6/25/06 - The *Bristol Herald Courier* provided WJHL-TV with an update on a weekend murder in Bristol, Virginia. Specifically, the newspaper talked with the victim's family and provided WJHL-TV with details of his life and pictures of the victim. WJHL-TV aired the report.

6/26/06 - Financial Impact of Diabetes - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on the financial impact of diabetes on Tri-Cities residents, including a live on-air interview broadcast on WJHL-TV.

6/26/06 - Accused Cop Killer Hearing - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on a hearing in the case of a Tri-Cities resident accused of killing a police officer, including a live on-air interview broadcast on WJHL-TV.

6/26/06 - *Bristol Herald Courier* reporter David McGee did a live interview on WJHL-TV for its evening newscasts on cost savings proposed by Bristol, Tennessee as part of their budget hearings.

6/27/06 - Diabetes in Children - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on the particular impact and concerns related to diabetes in children, including a live on-air interview broadcast on WJHL-TV.

6/28/06 - The *Bristol Herald Courier* alerted WJHL-TV that the city council in Bristol, Virginia had voted to raise both the property tax and tax on meals and lodging in order to balance the city's budget. WJHL-TV aired a report.

6/29/06 - The *Bristol Herald Courier* tipped WJHL-TV that Alcoa Wheel in Lebanon, Virginia was planning to lay off workers. WJHL-TV aired the report.

6/30/06 - The *Bristol Herald Courier's* Matt Lakin provided WJHL-TV with information learned during an attempt to interview the man who owned a boat TWRA police said was involved in a fatal hit and run boating accident. WJHL-TV aired the information.

May 2006

5/01/06 - Election Preview - *Bristol Herald Courier* reporter David McGee provided information and did a live on-air interview with WJHL-TV about the Bristol, Virginia elections that would be held the next day.

5/02/06 - Bad Bridges - a WJHL-TV reporter prepared a report broadcast on WJHL-TV regarding the bridges in our area that had been declared by the Tennessee Department of Transportation as 'dangerous' and in need of immediate repairs. The WJHL-TV reporter also wrote a related article which was published in the *Bristol Herald Courier*, including photographs provided by WJHL-TV.

5/02/06 - Election Results - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on results of the previous day's election for Bristol, Virginia, including a live on-air interview broadcast on WJHL-TV.

5/04/06 - Sullivan County Salaries - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on salaries earned by workers in Sullivan County, including a live on-air interview broadcast on WJHL-TV.

5/04/06 - ID Theft - a WJHL-TV reporter prepared a report broadcast on WJHL-TV regarding identity theft. The WJHL-TV reporter also wrote a related article which was published in the *Bristol Herald Courier*, including photographs provided by WJHL-TV.

5/05/06 - Tree Uproar - *Bristol Herald Courier* reporter Joe Geraghty provided information used in WJHL-TV's news report on an uproar caused by a plan to include Aristocrat Pear Trees in a downtown redevelopment project, including a live on-air interview broadcast on WJHL-TV.

05/09/06 - Are We Ready - a WJHL-TV reporter prepared a report broadcast on WJHL-TV regarding the compliance of several area municipalities with Homeland Security rules and regulations, and whether the region would be prepared in case of a terrorist attack. The WJHL-TV reporter also wrote a related article which

was published in the *Bristol Herald Courier*, including photographs provided by WJHL-TV.

5/11/06 - Natural Allergy Cures - a WJHL-TV reporter prepared a report broadcast on WJHL-TV regarding natural cures, such as chiropractic treatments, for the allergens that are prominent in the Tri-Cities region. The WJHL-TV reporter also wrote a related article which was published in the *Bristol Herald Courier*, including photographs provided by WJHL-TV.

5/12/06 - Animal Cruelty Trend - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on an alarming increase in reports of cruelty to animals, including a live on-air interview broadcast on WJHL-TV.

5/16/06 - Information for Sale - a WJHL-TV reporter prepared a report broadcast on WJHL-TV regarding the availability of court documents containing social security numbers and vital statistics at the county clerk's office to anyone willing to pay the 50-cent fee for the information. The WJHL-TV reporter also wrote a related article which was published in the *Bristol Herald Courier*, including photographs provided by WJHL-TV.

5/17/06 - Memory Lane Event - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on an upcoming street fair featuring cars and memorabilia from the 1950's, including a live on-air interview broadcast on WJHL-TV.

5/18/06 - Senior Scams - a WJHL-TV reporter prepared a report broadcast on WJHL-TV regarding the most common scams that target the elderly and senior citizens, and ways to protect your family from these tactics. The WJHL-TV reporter also wrote a related article which was published in the *Bristol Herald Courier*, including photographs provided by WJHL-TV.

5/19/06 - Puppy Mills - A *Bristol Herald Courier* reporter provided information used in WJHL-TV's news report on puppy mills in the area, including a live on-air interview broadcast on WJHL-TV.

5/23/06 - Hurricane Effects - a WJHL-TV reporter prepared a report broadcast on WJHL-TV regarding the effects our region can have from hurricanes, specifically the flooding rains that the storms bring to our mountainous region. The WJHL-TV reporter also wrote a related article which was published in the *Bristol Herald Courier*, including photographs provided by WJHL-TV.

5/24/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the indictments of 2 men for a double murder in a Kingsport perfume store. WJHL-TV aired the story update.

5/25/06 - The *Bristol Herald Courier* provided WJHL-TV with information about a non-profit group's plans to establish transitional housing for the homeless in a vacant Bristol building, and the opposition of some nearby businesses. WJHL-TV aired the report.

5/25/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the sentencing of a southwest Virginia couple for cooking methamphetamine in an apartment where they raised their children. WJHL-TV aired the story.

April 2006

4/03/06 - The *Bristol Herald Courier* provided WJHL-TV with information from a work session of the Bluff City Board of Mayor and Aldermen during a live interview with Reporter Jennifer Wig, who covered the meeting.

4/04/06 - The *Bristol Herald Courier* provided WJHL-TV with information that a new company had purchased the former "Cheers" building on Volunteer Parkway and was going to renovate it for a new restaurant. WJHL-TV aired the story.

4/06/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the background of a man accused of killing a woman at an Abingdon assisted living center, and that a state inspection had revealed other attacks by the suspect. WJHL-TV aired the story.

4/07/06 - The *Bristol Herald Courier* provided WJHL-TV with information that plans for renovations of the General Francis Marion Hotel in Marion, Virginia had reopened after a multi-million dollar renovation. WJHL-TV aired the story.

4/10/06 - The *Bristol Herald Courier* provided WJHL-TV with information that the trial of Warner Conrad Bias had been delayed. WJHL-TV was not able to attend the court hearing and aired the report based on the *Courier's* information.

4/11/06 - The *Bristol Herald Courier* provided WJHL-TV with information that Lester Stewart, accused of rape, had been released from jail on a \$5,000 bond. WJHL-TV aired the update to the story.

4/12/06 - The *Bristol Herald Courier* provided WJHL-TV with information that pornography charged had been dropped against Robert Timothy Dutton because of a lack of evidence. WJHL-TV aired the story.

4/14/06 - The *Bristol Herald Courier* provided WJHL-TV with information that they were filing a lawsuit to have 911 tapes in the Petrosky murder case released by the city of Bristol. WJHL-TV aired a report detailing the *Courier's* legal efforts.

4/18/06 - PSO Program - A *Bristol Herald Courier* reporter provided information used in the preparation of a story on the Public Safety Officer program in place in Bristol, Tennessee, as the city considered phasing out the program, including a live on-air interview broadcast on WJHL-TV.

4/19/06 - The *Bristol Herald Courier* provided WJHL-TV with a picture and information from the Sullivan County landfill regarding the sale of land there. WJHL-TV aired the story.

4/21/06 - The *Bristol Herald Courier* provided WJHL-TV with information from reporter Matt Lakin about people who were pawning jewelry to pay for gasoline. WJHL-TV aired the report and a live interview with Lakin.

4/24/06 - The *Bristol Herald Courier* provided WJHL-TV with information that a jury had been seated in the case against James Daniel Bird, accused of escaping from work detail and raping a woman in Kingsport. WJHL-TV aired the report.

4/25/06 - The *Bristol Herald Courier* provided WJHL-TV with information that Washington County, Virginia was going ahead with a plan to increase water service capacity as part of a partnership with the city of Abingdon. WJHL-TV aired the story.

4/26/06 - The *Bristol Herald Courier* provided WJHL-TV with information that testimony had wrapped up in the trial of James Daniel Bird. WJHL-TV aired the update.

4/27/06 - The *Bristol Herald Courier* provided WJHL-TV with information that John Barry Reeves had been sentenced to life in prison after being convicted of first degree murder. WJHL-TV aired the report.

4/28/06 - The *Bristol Herald Courier* provided WJHL-TV with information that a jury had found James Daniel Bird guilty. WJHL-TV aired the update.

4/28/06 - The *Bristol Herald Courier* provided WJHL-TV with information that Lisa Shuttle, accused of 80 counts of animal cruelty, had been allowed to post bond and was out of jail. WJHL-TV aired the update.

4/27/06 - The Disease Zone - a WJHL-TV reporter prepared a report broadcast on WJHL-TV regarding discrepancies in the cancer rates and other disease rates in certain parts of Sullivan County, where several major industries are located. The WJHL-TV reporter also wrote a related article which was published in the *Bristol Herald Courier*, including photographs provided by WJHL-TV.

4/29/06 - Strip Mining - A *Bristol Herald Courier* reporter provided information used in the preparation of a story on strip mining in the Tri-Cities area, including a live on-air interview broadcast on WJHL-TV.

March 2006

3/01/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter about a plan to recoup unpaid parking fines in Bristol. WJHL-TV aired the report.

3/03/06 - The *Bristol Herald Courier* told WJHL-TV that the First Bank and Trust on East Valley Drive had been robbed and provided details of the investigation. WJHL-TV aired the story.

3/07/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the decision by Appalachia Mayor Ben Cooper not to resign after being indicted on 200 charges of rigging a 2004 election. WJHL-TV aired the story.

3/07/06 - The *Bristol Herald Courier* told WJHL-TV that firefighters in the area had responded to approximately 10 calls per day during the recent dry spell because of brushfires. WJHL-TV aired the story.

3/08/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the arrest of David H. Johnson, a former pharmacist who had been accused of murder, on charges of DUI. WJHL-TV aired the story.

3/09/06 - WJHL-TV aired a report in its evening newscast put together by *Bristol Herald Courier* features reporter Joe Tennis

and WJHL-TV features reporter Tim Cable on a man in Abingdon who teaches lessons on throwing darts. WJHL-TV aired the story.

3/09/06 - The *Bristol Herald Courier* told WJHL-TV that Bristol Regional Medical Center had announced plans to renovate and double the size of the hospital's emergency room. WJHL-TV aired the story.

3/09/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the arrest of former Bristol, Tennessee police officer Russell Thomas Orr on charges of assault on his girlfriend. WJHL-TV aired the story.

3/10/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that William Gray Wade and Crystal Leigh Shelton had pleaded guilty to charges of cooking methamphetamine. WJHL-TV aired the story.

3/12/06 - *Bristol Herald Courier* reporter Kathy Still did a live interview with WJHL-TV in the 5:30pm newscast on her investigation into the dangers of coal mining in our area. She relayed her experience going into a mine and what she found. WJHL-TV aired the story.

3/14/06 - The *Bristol Herald Courier* provided WJHL-TV with information about a woman who was bicycling from Minnesota to Washington, DC to raise awareness of colon cancer detection. WJHL-TV aired the story.

3/14/06 - The *Bristol Herald Courier* provided WJHL-TV with information about planned expansions of several schools in Wise County, Virginia and details of how funds for these projects would be allocated. WJHL-TV aired the story.

3/15/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that 13 of the 14 Appalachia, Virginia town officials indicted on voter fraud charges had been arraigned and pled not guilty to the charges. WJHL-TV aired the story.

3/16/06 - The *Bristol Herald Courier* told WJHL-TV that a local real estate developer was planning to open up a display of a Norfolk Southern Railroad caboose in the city. WJHL-TV aired the story.

3/16/06 - The *Bristol Herald Courier* provided WJHL-TV with information about a planned increase in electric rates by

Bristol Tennessee Essential Services, the local power company. Rates would go up by 11%. WJHL-TV aired the story.

3/17/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that changes had been made in the plans to build a new city hall in Bluff City, Tennessee after problems with financing. WJHL-TV aired the story.

3/17/06 - The *Bristol Herald Courier* and WJHL-TV worked together to develop a series of reports on how \$500,000 had been spent by Coeburn Middle School. WJHL-TV aired a report and the *Bristol Herald Courier* published a story with the information gathered by both reporters.

3/18/06 - The *Bristol Herald Courier* told WJHL-TV that a jury had convicted Charles Edward Shifflett on charges of first degree murder. WJHL-TV aired the story.

3/20/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that it would cost nearly \$30,000 to fill in a sinkhole at Tennessee High School's Stone Castle. WJHL-TV aired the story.

3/20/06 - *Bristol Herald Courier* reporter David McGee did a live interview with WJHL-TV to provide information about Virginia Governor Tim Kaine's speech to 150 miners.

3/21/06 - The *Bristol Herald Courier* provided WJHL-TV with information that 250 people had shown up at a hearing about expanding the Virginia Highlands Airport. WJHL-TV aired the story.

3/22/06 - WJHL-TV reporter Tim Cable and *Courier* reporter Joe Tennis worked together on a joint report about a maple syrup festival planned for the Virginia Highlands. Each property aired a report.

3/23/06 - WJHL-TV did a live interview with *Bristol Herald Courier* reporter Matt Lakin about his research into the health hazards associated with races at the Bristol Motor Speedway, particularly the fumes given off by the cars driving in an enclosed space.

3/24/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Bristol

Motor Speedway had honored the man who won the first race there 45 years prior.

3/28/06 - The *Bristol Herald Courier* told WJHL-TV details of the sentencing of 16 year old Christopher Woodward for killing his father. WJHL-TV aired the story.

3/29/06 - WJHL-TV features reporter Tim Cable worked with *Bristol Herald Courier* reporter Joe Tennis to develop a story on a kitemaker who lives in southwest Virginia.

3/30/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Barter Theater officials were hoping to rebuild after a fire destroyed their scene shop in February, and that a fundraising effort was underway to do so.

February 2006

2/01/06 - The *Bristol Herald Courier* told WJHL-TV that the Washington County, Virginia Service Authority Board had tapped Robbie Cornett as Interim General Manager to replace David Dawson. WJHL-TV aired the update.

2/02/06 - WJHL-TV did a live interview with *Bristol Herald Courier* reporter David McGee during its 5:30pm newscast on the Paramount Theater and it's significance to the landscape and history of downtown Bristol. This interview was part of WJHL-TV's live-on-location newscast celebrating the Paramount's 75th anniversary.

2/03/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Exide Corporation had announced it was cutting 20 jobs at its manufacturing plant. WJHL-TV aired the update.

2/05/06 - The *Bristol Herald Courier* provided WJHL-TV with information that a fire at the Yellow Springs United Methodist Church in Meadowview, Virginia had been ruled arson. WJHL-TV aired the update.

2/06/06 - The *Bristol Herald Courier* told WJHL-TV details of a hearing to set a final trial date for Warner Conrad Bias. This was a case both properties have followed. WJHL-TV aired the update.

2/07/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Virginia Governor Tim Kaine was scheduling a town hall meeting in southwest Virginia to address mine safety issues. WJHL-TV aired details of the upcoming forum.

2/10/06 - The *Bristol Herald Courier* provided WJHL-TV with information about an effort by Bristol boy scouts to raise money for charity through a Klondike Derby. WJHL-TV aired the report.

2/14/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that a new Cracker Barrell restaurant would be built at Bristol's Exit 7. WJHL-TV aired the report.

2/14/06 - The *Bristol Herald Courier* told WJHL-TV that funds had been approved to develop a science museum in the former Bristol Builders Warehouse building. WJHL-TV aired the report.

2/15/06 - The *Bristol Herald Courier* provided WJHL-TV with information about charges being dropped against Keith Patrick Conner, who had been charged in a murder-for-hire plot. WJHL-TV aired the report.

2/16/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that 2 more candidates had filed to run for office in Bristol, Virginia on the City Council. WJHL-TV aired the update.

2/17/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the candidates running for the First District Congressional seat to replace Bill Jenkins and which of those candidates had been confirmed as running. WJHL-TV aired the report.

2/17/06 - The *Bristol Herald Courier* told WJHL-TV that Curtis Michael Keith would be extradited to southwest Virginia the next day to face more than 100 charges of child rape. WJHL-TV aired the report.

2/21/06 - The *Bristol Herald Courier* provided WJHL-TV with information about an afternoon fire in Bristol that damaged a home on Taylor Street. WJHL-TV aired the report.

2/22/06 - WJHL-TV features reporter Tim Cable and *Bristol Herald Courier* features reporter Joe Tennis worked together to develop reports on a man named "Mountain Mike" who was taking part in

the Mountain Music Heritage Tour. WJHL-TV aired a report and the *Courier* published the story.

2/23/06 - WJHL-TV features reporter Tim Cable and *Bristol Herald Courier* features reporter Joe Tennis kicked off a week-long series of converged reports called "Only In Appalachia", featuring people and places unique to our area. This night's report profiled several roadside attractions in Virginia. WJHL-TV aired the report, while the *Courier* published these and other stories in a special "Progress" edition.

2/22/06 - 2/25/06 - WJHL-TV features reporter Tim Cable and *Bristol Herald Courier* features reporter Joe Tennis continued the "Only in Appalachia" series with a report on the sites of interest in Wytheville, Virginia.

2/27/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that development had stalled at the site of a new restaurant development on Exit 7 in Bristol, specifically that an environmental impact study would have to be completed before work could continue. WJHL-TV aired the report.

2/27/06 - *Bristol Herald Courier* reporter David McGee did a live interview on WJHL-TV's 5:30pm newscast about retail development on Exit 7 in Bristol, specifically on a 140 acre site known as the Highlands and plans for that site.

2/28/06 - The *Bristol Herald Courier* provided WJHL-TV with information about a lawsuit the *Courier* was filing against the city of Bristol, Virginia to have 911 tapes released in the Andrea Petrosky case. WJHL-TV aired a report about the lawsuit and the city's response.

January 2006

1/01/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that police had arrested a suspect and charged him with the murder of Brandt Koehler of Johnson City after he was shot while vacationing in South Carolina. WJHL-TV aired the report.

1/03/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the controversy in Abingdon over the expansion of the local airport, and what was said during a public hearing before the town council that night. WJHL-TV aired the report.

1/04/06 - The *Bristol Herald Courier* provided WJHL-TV with information about the denial of a permit by the developers of Grande Harbor to install an electronic gate at the property's entrance.

1/06/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that prosecutors would seek the death penalty against Warner Bias, accused of killing Ella Fay Kegley and burning her body in Bristol in 2001. WJHL-TV aired the report.

1/07/06 - WJHL-TV and the *Bristol Herald Courier* worked together to cover the southwest Virginia inaugural gala for newly-elected Governor Tim Kaine. During WJHL-TV's live reports from the event, reporter Elissa Burnell interviewed *Courier* reporter David McGee on the angle of the event McGee was covering.

1/09/06 - 1/11/06 - Reporters from WJHL-TV and the *Bristol Herald Courier* traveled together to Nashville, Tennessee to cover the opening of the Tennessee Legislature. Both reporters covered different angles of the upcoming session, then provided material through live debrief interviews and written stories to the other property. WJHL-TV aired nightly interviews with *Courier* reporter Jennifer Wig during live reports from Nashville.

1/12/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that two drivers were being charged after an exit on Lee Highway that injured 8 children. WJHL-TV aired the report showing photographs from the accident scene taken by a *Bristol Herald Courier* photographer.

1/14/06 - The *Bristol Herald Courier* provided WJHL-TV with information about a house fire in Meadowview, Virginia that had critically injured a woman inside. WJHL-TV aired the report.

1/15/06 - The *Bristol Herald Courier* provided WJHL-TV with information that a Tazewell County man had been arrested and charged after a brief standoff with Virginia State police. He was accused of breaking into a home and taking a couple and their children hostage. WJHL-TV aired the report.

1/18/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that former Coeburn, Virginia police officer Tony Davis had been charged

with discharging a firearm in public and destruction of public property. WJHL-TV aired the report.

1/19/06 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter Jennifer Wig during its 5:30pm newscast. Jennifer discussed a study and subsequent meeting she'd attended at the Tri-Cities Regional Airport focused on bringing back service from United Airlines.

1/21/06 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that former Buchanan County jailer David Shawn Hicks had turned himself in after being indicted on perjury and obstruction charges. WJHL-TV aired the report.

1/22/06 - The *Bristol Herald Courier* provided WJHL-TV with information that a county-wide drug sweep in Buchanan County had led to the arrest of 20 people on various charges. WJHL-TV aired the report.

1/23/06 - WJHL-TV utilized the *Bristol Herald Courier* studio to conduct a live television interview with *Courier* features reporter Joe Tennis on the death of Jeanette Carter. Tennis had interviewed her many times and was able to provide a unique perspective on her legacy to WJHL-TV viewers.

1/27/06 - WJHL-TV did a live interview in its 5:30pm newscast with *Bristol Herald Courier* David McGee about redevelopment in downtown Bristol. McGee had reviewed a consultant's report on redevelopment that had not yet been made public and shared details with WJHL-TV viewers.

1/28/06 - WJHL-TV did a report about the Woolly Mammoth Festival in Saltville, Virginia with information and video gathered by staff of the *Bristol Herald Courier*.

2005

December 2005

12/1/05 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter David McGee about a town hall meeting he had attended. The meeting was hosted by Governor Tim Kaine and dealt with transportation issues in the region.

12/5/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter about a school board meeting that had been held about a truck stop that

wanted to locate close to an elementary school, and the controversy surrounding the proposal.

12/6/05 - The *Bristol Herald Courier* provided WJHL-TV with information about a fire at the home of the McCracken family in Bristol, Virginia that destroyed their home. WJHL-TV aired the report.

12/7/05 - WJHL-TV reporter Tim Cable worked with *Bristol Herald Courier* reporter Joe Tennis to produce a joint report on Audrey Young, an artist in Roan Mountain. WJHL-TV aired the report and the *Courier* published the story.

12/9/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Universal Fiber Systems would expand, creating 12 new jobs in the area. WJHL-TV aired the report.

12/11/05 - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol police were seeing a resurgence in scams during the holiday season, specifically internet investment scams. WJHL-TV aired the report, which detailed warnings gathered by the *Courier* from Virginia State Police.

12/14/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that the family of a 16-year old who drowned in a public swimming pool had filed a lawsuit against the city of Abingdon. WJHL-TV aired the report.

12/14/05 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter David McGee about what he'd learned doing a story with the archaeologists working on a dig in Saltville, Virginia.

12/16/05 - WJHL-TV aired a live interview from the *Bristol Herald Courier* studio with radio talk show host Jody Lee about a new blog she'd be hosting on tricity.com, the combined web site of the *Courier* and WJHL.

12/19/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that 11 Tennessee and Virginia fire and rescue departments had been awarded \$1.3 million in grants from the Department of Homeland Security. WJHL-TV aired the report.

12/20/05 - WJHL-TV aired video taken by a *Bristol Herald Courier* photographer of the Bristol, Tennessee living nativity scene.

12/22/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that a teen injured in a Washington County, Virginia car accident earlier in the month had died from his injuries. WJHL-TV aired the report.

12/23/05 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter Samantha Seiber about the story she'd been covering on the new community center coming to Meadowview, Virginia.

12/26/05 - The *Bristol Herald Courier* provided WJHL-TV with information that a special election had been approved for Virginia's 3rd district to fill the unexpired term of delegate Jackie Stump. WJHL-TV aired the report.

12/27/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that controversy was brewing in Taylor's Hill, Virginia over the way money earmarked for a rehabilitation project would be spent. The *Courier* explored both sides of the issue and provided WJHL-TV with the information. WJHL-TV aired the report.

12/28/05 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter David McGee about his story on a temporary change in federal law called the 'Katrina Emergency Tax Relief Act'.

12/29/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that renovations to Bristol's historic train station had come to a standstill because nearly \$1.8 million in federal and state grants had not yet been received to pay for the work. WJHL-TV aired the report.

12/30/05 - The *Bristol Herald Courier* provided WJHL-TV with information that a 2nd religious display in Bristol, Tennessee had been vandalized and police were asking for the public's help to find the people responsible

November 2005

11/1/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that the family of Terry Wilford had filed a lawsuit against her former

landlord claiming negligence in the death of Wilford, her daughter and granddaughter. WJHL-TV aired the report.

11/2/05 - WJHL-TV aired a live interview from the *Bristol Herald Courier* studio with Tara Spears of Bristol, Virginia on the expected return of her soldier husband from Iraq.

11/2/05 - WJHL-TV aired a live interview from the *Bristol Herald Courier* studio with Jerry Goodpasture, the head of neighborhood association around Euclid Avenue, about the neighborhood earning a historic designation.

11/3/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Bristol, Virginia police were looking for a suspect in the robbery of a Walgreen's pharmacy. WJHL-TV aired the report, which included the suspect's description.

11/4/05 - The *Bristol Herald Courier* provided WJHL-TV with information and video from a visit by two military Sergeants to a pre-k class at Emmett Elementary School. WJHL-TV aired the report.

11/8/05 - WJHL-TV aired a live interview from the *Bristol Herald Courier* studio with Opinions Page Editor Andrea Hopkins on vote totals from the Virginia Gubernatorial race between Tim Kaine and Jerry Kilgore.

11/10/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that another animal in southwest Virginia had tested positive for rabies, brining the Russell County total to 47. WJHL-TV aired the report.

11/11/05 - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol-based King Pharmaceuticals and Pain Therapeutics Incorporated were entering a partnership to create the drug Remoxy, a non-addictive form of Oxycodone. WJHL-TV aired the report.

11/12/05 - WJHL-TV aired a live interview from the *Bristol Herald Courier* studio with *Bristol Herald Courier* reporter Kathy Still about her story on water problems plaguing the town of Big Stone Gap, Virginia.

11/14/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that an

autopsy had been ordered on the body of former Buchanan County Fire Chief Max Willard, who had been found dead the morning before.

11/14/05 - WJHL-TV aired a live interview from the *Bristol Herald Courier* newsroom with Lindy Bazner, a content coordinator with our joint website Tricities.com, about the online database created on our website of downtown Bristol. This was part of a multimedia presentation looking at downtown revitalization.

11/15/05 - The *Bristol Herald Courier* provided WJHL-TV with information about an accident that had shut down a lane of traffic along I-81. WJHL-TV aired the report as a traffic advisory for viewers.

11/17/05 - WJHL-TV aired a live interview from the *Bristol Herald Courier* studio with Fern Carter Salyer, the first cousin of June Carter, about the upcoming release of a new movie about Johnny Cash.

11/19/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that US Marshals would extradite Daniel Bird from Shreveport, Louisiana after he had been captured there. Bird was accused of escaping from a prison work detail and raping a Sullivan County woman.

11/20/05 - The *Bristol Herald Courier* provided WJHL-TV with information that an online computer scam targeted towards First Tennessee Bank customers had hit the area. WJHL-TV aired the report.

11/22/05 - The *Bristol Herald Courier* provided WJHL-TV with information that 48 out of 110 diabetic employees in Sullivan County had signed up for a wellness program, which was a better than expected participation level for the county. WJHL-TV aired the update.

11/23/05 - WJHL-TV aired a live interview from the *Bristol Herald Courier* studio with reporter David McGee about a study commissioned by Bristol to study revitalization of the downtown area.

11/28/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that Abingdon's planning commission had unanimously approved an ordinance to allow businesses to locate in all areas of the town. The vote came after some residents had asked for

restrictions on businesses in the city. WJHL-TV aired the report.

11/30/05 - The *Bristol Herald Courier* provided WJHL-TV with information that FEMA was updating Sullivan County's flood insurance rate maps, making some new areas part of the flood plain. WJHL-TV aired the report.

October 2005

10/1/05 - The *Bristol Herald Courier* provided WJHL-TV with information that Bluff City businessman William Gregory Richards had turned himself in after being charged with sales tax fraud. WJHL-TV aired the report.

10/3/05 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter Brian O'Connor discussing his story about the amount of homework given to Tri-Cities area students and changes the districts were considering to their policies.

10/4/05 - The *Bristol Herald Courier* provided WJHL-TV with information that Sullivan County had upped its daily mileage reimbursement rate because of rising gas costs. WJHL-TV aired the story.

10/5/05 - The *Bristol Herald Courier* provided WJHL-TV with information that the Animal Rescue Fund had brought 15 dogs and 5 cats that had been evacuated because of Hurricane Katrina to the Bristol, Virginia shelter. WJHL-TV aired the report.

10/6/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that a Washington County, Virginia jury had found Rubin Travis Fields guilty of capital murder. The report was accompanied by a live interview with *Courier* reporter Matt Lakin, who was in the courtroom for the trial and delivery of the verdict.

10/7/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that a fugitive accused of shooting at a Dickenson County Sheriff's Deputy was in custody. WJHL-TV aired the update.

10/9/05 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter Samantha Seiber about the drought and wildfire danger in our area.

10/10/05 - The *Bristol Herald Courier* provided WJHL-TV with information that Michael Todd Doyle had pleaded guilty in a court hearing to vehicular homicide in the death of a fan who was hit after the NASCAR races at Bristol Motor Speedway. WJHL-TV aired the report.

10/11/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that recent rains had helped the situation at Big Cherry Dam in southwest Virginia, which serves as an area reservoir, bringing them up to a seven day supply of water. Recent drought had brought the water levels down significantly. WJHL-TV aired the report.

10/12/05 - WJHL-TV features reporter Tim Cable and *Bristol Herald Courier* features reporter Joe Tennis worked together to develop stories from Cades Cove in the Smoky Mountains. WJHL-TV aired a report and the *Courier* published a story with information gathered by both reporters.

10/13/05 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter Matt Lakin about what he learned while in a court hearing for Nikolaus Johnson, the man accused of shooting and killing Bristol police officer Mark Vance. The trial was postponed during the hearing and Lakin relayed to WJHL-TV viewers what had happened and what impact it would have on the case.

10/15/05 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter Matt Lakin on his investigation into the 20 year old Tammy Salyer case in Bristol, Virginia. Police had reopened the case and Lakin was one of the only reporters allowed to access the evidence and documents.

10/16/05 - The *Bristol Herald Courier* provided WJHL-TV with information about a fire on Azalea Street in Tazewell County's Baptist Valley that destroyed a home. A woman and her 2 children were able to get out. WJHL-TV aired the report.

10/17/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that a proposed \$4 million expansion project at St. Anne's Catholic Church was closer to reality after a zoning change request was approved. WJHL-TV aired details of the planned expansion.

10/ 18/05 - WJHL-TV aired a live interview with *Bristol Herald Courier* reporter Matt Lakin about developments in the Tammy Salyer case, specifically that a grand jury was considering

information and possible charges after the investigation was reopened.

10/19/05 - WJHL-TV aired a report in its evening newscast with information from a *Bristol Herald Courier* reporter that a Lowe's store was opening in Bristol, providing 110 new jobs. WJHL-TV aired the report.

10/21/05 - The *Bristol Herald Courier* provided WJHL-TV with information that Congressman Rick Boucher had submitted a federal petition to the US Department of Labor for workers assistance for the 270 employees who were expected to lose their jobs as a result of the planned closure of Dana Corporation. WJHL-TV aired the report.

September 2005

9/01/05 - Interstate Accident - The *Bristol Herald Courier* provided WJHL-TV on-scene information about an accident on Interstate 81 involving an SUV and a tractor-trailer. With the help of the *Courier*, WJHL-TV was able to notify viewers about accident details and the necessary routes to avoid the traffic jam.

9/06/05 - Soldier Injured in Iraq - A *Bristol Herald Courier* reporter with close sources inside a local military troop deployed to Iraq provided WJHL-TV with exclusive information about two Tri-Cities soldiers injured in a car bomb attack including the nature of their injuries and the status of their medical treatment.

9/07/05 - Hurricane Katrina Relief - WJHL-TV and the *Bristol Herald Courier* partnered to inform viewers and readers about a concert at a Bristol concert hall with proceeds going to the American Red Cross Hurricane Katrina relief fund. This was just one example of a series of joint projects tied to Hurricane Katrina and the Tri-Cities Region's response to the natural disaster.

9/27/05 - Local Emergency Director Suspended - The *Bristol Herald Courier* learned from news contacts that a local Emergency Management Director had been suspended from his job for a month without pay. The *Courier* shared information with WJHL-TV for a news broadcast the same day.

August 2005

8/08/05 - Rabies Vaccination Campaign - The *Bristol Herald Courier* learned that the state of Virginia would start dropping pellets embedded with rabies vaccinations from planes flying over portions of WJHL-TV's viewing area. By sharing this information, WJHL-TV was able to include this in a larger presentation of information about rabies.

8/17/05 - With the popularity of the movie "The Dukes of Hazard", the *Bristol Herald Courier* and WJHL-TV partnered to tell the "real" story of Hazard, Kentucky. It's a small Southeastern Kentucky town on the edge of the newspaper's and television station's market area, and the residents had a compelling story to tell about the impact of being referenced in television and movie productions.

8/20/05 - Gilmer Murder Verdict - A *Bristol Herald Courier* assigned a reporter to cover a high profile murder trial for a physician accused of murdering and dismembering his father. When the guilty verdict was delivered by the jury, the reporter sent the information to WJHL-TV which quickly aired a report.

8/25/05 - WJHL-TV produced and aired "Trackside", a preview to the fall races at Bristol Motor Speedway. A reporter from the *Bristol Herald Courier* was interviewed for this special.

July 2005

7/05/05 - Bristol, Virginia City Council Members appointed a new mayor. The *Bristol Herald Courier* assigned a reporter to cover the meeting, and that reporter prepared information for WJHL-TV which was aired in a later news report.

7/07/05 - Charges Filed in Washing Machine Death - A Chilhowie, Virginia, girl died after being trapped in a commercial washing machine. Days passed with little information released. Eventually, the *Bristol Herald Courier* learned that authorities had charged the girl's 14-year-old brother. WJHL-TV aired the story.

7/20/05 - School Police Officer Funds - Local news media covered the story of Bristol, Virginia, losing grant funds to pay the salary of a school resource officer. The *Bristol Herald Courier* learned that city and school leaders decided to cover the salary in their combined budgets. WJHL-TV aired the story.

7/29/05 - Free Health Clinic - WJHL-TV partnered with the *Bristol Herald Courier* to inform viewers and readers about one of the nation's largest free traveling medical clinics coming to

Wise County, Virginia. The news partners worked to inform residents about who qualified for care and how that care could be obtained. The *Courier* and WJHL-TV also covered the event which treated more than 1,200 people with various types of medical needs free of charge.

June 2005

6/03/05 - Mine Fire in Southwest Virginia - An underground fire at a mine in Buchanan County, Virginia shut down the mine and caused about 400 workers to temporarily lose their jobs. The *Bristol Herald Courier* stationed a reporter in the remote part of WJHL-TV's viewing area, giving WJHL-TV's viewers timely updates on the developing story.

6/16/05 - Tourism Funding - The *Bristol Herald Courier* learned that local businesses were donating significant amounts of money to improve tourism marketing in the Tri-Cities Region. WJHL-TV used the *Courier's* information in a story about changes in the local tourism industry.

6/21/05 - New Jobs - The *Bristol Herald Courier* learned that a new call center soon would come to Clintwood, Virginia, bringing new jobs. This shared information allowed WJHL-TV to update on-going coverage for a portion of its viewing area where unemployment levels had been high.

6/27/05 - School Budget Controversy - WJHL-TV aired a story about budget problems in the largest county in its viewing area. Information gathered by the *Bristol Herald Courier* provided WJHL-TV's news reporter added insight when the county commission refused to fund the county board of education's budget request.

May 2005

5/02/05 - Virginia Governor's Race - The *Bristol Herald Courier* and WJHL-TV partnered to provide comprehensive coverage of the Virginia Governor's Race. On this day, the *Courier* provided information for a WJHL-TV report on accusations made by candidate Tim Kaine that his opponent Jerry Kilgore, a native of the Tri-Cities Region, was avoiding debates.

5/05/05 - Jesse Verdict - The *Bristol Herald Courier* provided information to WJHL-TV about a verdict in the murder trial of Daniel Jesse. He was convicted of running over a man in a parking lot near the Virginia/Tennessee border in Bristol.

5/10/05 - Preston House Problems - WJHL-TV produced a story about an historic home in Bristol, Virginia called the Preston House. It was on land developers wanted for commercial development, so the future of the house was in question. As part of WJHL-TV's coverage, the 6pm newscast anchor conducted a live interview with a *Bristol Herald Courier* reporter who had been following the story for several months.

5/18/05 - Bristol Election - WJHL-TV interviewed the *Bristol Herald Courier's* political and city reporter as a part of in-depth coverage of the Bristol City elections.

April 2005

4/04/05 - Childhood Obesity - As part of WJHL-TV's coverage of the childhood obesity problem in the Tri-Cities Region, the station aired information from the *Bristol Herald Courier* about the opening of a new children's gymnasium at the YWCA in Bristol, Tennessee.

4/08/05 - Water Project in Southwest Virginia - The *Bristol Herald Courier* reported on grant money extending public water service to remote areas of WJHL-TV's viewing area. WJHL-TV aired the story.

4/17/05 - Southwest Virginia Soldiers Mobilized - The *Bristol Herald Courier* assisted WJHL-TV in providing information on a story about Southwest Virginia National Guard Troops being mobilized for active duty in Iraq.

4/25/05 - Kids Environmental Project - With the help of the *Bristol Herald Courier*, WJHL-TV aired a story about students in St. Paul, Virginia, working to preserve wetlands in their community. St. Paul is in WJHL-TV's viewing area, but the TV station was unable to send a reporter because of staffing problems on that day. With the help of the *Courier*, the story still aired.

March 2005

3/30/05 - WJHL-TV produced and aired "Trackside", a preview to the NASCAR races at the Bristol Motor Speedway. A *Bristol Herald Courier* sports reporter was interviewed for this special.

3/01/05 - Computer Hacker - The *Bristol Herald Courier* got a tip that a computer hacker had broken into the computer system at the University of Virginia at Wise. *Courier* information contributed to coverage on WJHL-TV.

3/07/05 - School Consolidation - WJHL-TV's story this day about efforts to consolidate schools was enhanced by information obtained by a *Bristol Herald Courier* news reporter based in Southwest Virginia. She learned that some parents were suing to block a school consolidation study that they believed included information obtained improperly.

3/15/05 - Forest Fire - Several WJHL-TV viewers saw smoke on an area mountainside. The *Bristol Herald Courier* obtained information from forestry officials and sent the information to WJHL-TV for a broadcast report.

3/23/05 - Gas Price Increase Fall-out - WJHL-TV prepared a story on how the rising price of gasoline was fueling a rash of gas drive-offs. The information was sent to the *Bristol Herald Courier* in print form.

February 2005

2/01/05 - Viking Hall Update - A *Bristol Herald Courier* reporter broke the story that the City Council in Bristol, Tennessee, voted to turn over control of Viking Hall to the School Board. The *Courier* reporter gave the information to a producer at WJHL-TV in time for broadcast on the evening news. This was a story WJHL-TV had been covering for weeks.

2/04/05 - Christian School Donor - A *Bristol Herald Courier* reporter learned that a private donor had come forward to financially assist an impoverished Christian school with multiple campuses in the WJHL-TV viewing area. That allowed WJHL-TV to air an update on the story that it and the *Bristol Herald Courier* had been following this story for months.

2/15/05 - Restaurant Opens - WJHL-TV sent a camera crew to cover the groundbreaking for a new restaurant in a "hot spot" for developers in Bristol, Virginia. The story was improved with assistance from the *Bristol Herald Courier* which shared information with WJHL-TV about the target opening date.

2/18/05 - Drill, Virginia Feature - The features reporters for WJHL-TV and the *Bristol Herald Courier* teamed up to produce a piece on the little town of Drill, Virginia. The newspaper

reporter appeared on camera, and the television reporter prepared a print version of his story for the *Bristol Herald Courier*.

January 2005

1/03/05 - Teen Murder Arrest - When two Kingsport, Tennessee, teenage murder suspects were arrested in New Orleans, LA, a CBS affiliate provided exclusive video and information of the arrest. In turn, WJHL-TV provided information and images to the *Bristol Herald Courier*.

1/10/05 - Snowflake, Virginia - Feature reporters from the *Bristol Herald Courier* and WJHL-TV partnered for broadcast and print companion pieces on the tiny Southwest Virginia town of Snowflake, Virginia.

1/15/05 - King Business Deal - The *Bristol Herald Courier* reported breaking news about the failure of a multi-million dollar deal to merge a local pharmaceuticals company with another company. Information was shared, and WJHL-TV aired the story.

1/26/05 - Teens Respond to Tsunami - As a part of WJHL-TV's extensive coverage to local aid donations to Tsunami victims in Southeast Asia, the television station included information from the *Bristol Herald Courier* about students at Virginia High School in Bristol making bracelets to sell as a fundraiser. The money raised went to benefit the American Red Cross.

December 2004

12/1/04 - Longwall Jobs -The *Bristol Herald Courier* provided WJHL-TV with a "tip" that Smyth County business Longwall Associates was planning a \$1.6 million expansion that would include the addition of 32 jobs. WJHL-TV aired the story.

12/1/04 - Tourism - The *Bristol Herald Courier* provided WJHL-TV with video and information about a tourism conference intended to increase marketing of the region. WJHL-TV aired the story.

12/2/04 - Viking Hall - The *Bristol Herald Courier* provided WJHL-TV with the outcome of a meeting of Bristol officials over the control of local establishment, "Viking Hall." WJHL-TV aired the story.

12/2/04 - Police Shooting - The *Bristol Herald Courier* secured an exclusive interview with the mother of a man accused of

killing a Bristol police officer. The paper made arrangements for WJHL-TV news staff to be with them during the interview, providing WJHL-TV with a television exclusive that it would have been unable to get on its own.

12/2/04 - Church Arson - The *Bristol Herald Courier* provided WJHL-TV with the details of a guilty plea in a recent church arson case. WJHL-TV had not been able to independently staff the court hearing that day, so the paper's cooperation ensured coverage that otherwise would not have aired.

12/3/04 - Triple Fatal Fire - The *Bristol Herald Courier* "tipped" WJHL-TV to a fire in which three people had been killed. Without this "tip", WJHL-TV would not have made it to the scene in time to gather critical video for its subsequent reports.

12/3/04 - Teleflex Closing - The *Bristol Herald Courier* provided WJHL-TV with news and details of the planned closing of Teleflex in Russell County, Virginia, which meant the loss of 221 jobs. WJHL-TV aired the story.

12/5/04 - Gun Dealer Plea - The *Bristol Herald Courier* provided WJHL-TV with additional background information that WJHL-TV used to amplify a story on which it was already working concerning a gun dealer who pled guilty to smuggling guns between Tennessee and Virginia.

12/7/04 - Student Murder - The *Bristol Herald Courier* provided WJHL-TV with details of its exclusive interview with the family of a murdered college student. It was the first time the family members had spoken publicly about the murder. Without this cooperation, WJHL-TV would not have been able to provide its TV exclusive.

12/7/04 - Bristol Cable - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that talks had been called off by Bristol, TN Utilities to provide cable service to that area. Together, WJHL-TV and newspaper staff followed up on the "tip" and developed a much more detailed story about what had caused the disagreement and how it affected the plan than would have been possible if the outlets worked separately.

12/8/04 - Viking Hall Vote - The *Bristol Herald Courier* provided WJHL-TV with the final vote results taken by City Council members on whether to allow the School Board to control the facilities at Viking Hall. WJHL-TV aired the story.

12/8/04 - Restaurant Vandal - In a story that WJHL-TV had been pursuing, the *Bristol Herald Courier* provided the station with a "tip" that an arrest had been made in a Bluff City restaurant damage case. WJHL-TV confirmed the "tip" and was able to report the development.

12/8/04 - New Jobs - The *Bristol Herald Courier* provided WJHL-TV with information that Seaman Corp. had acquired new machinery and would be expanding. WJHL-TV confirmed that information and developed it into a larger economic story that led the evening's 6 pm newscast.

12/9/04 - BVU Rates - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol Virginia Utilities was planning a rate hike, so the station could break the information to viewers.

12/9/04 - Union Vote - The *Bristol Herald Courier* provided WJHL-TV with information about a critical vote taking place at Bristol Metals among union members, which had a significant effect on the direction of labor talks. WJHL-TV aired the story.

12/10/04 - Douglass School - The *Bristol Herald Courier* provided WJHL-TV with video and information about the Douglass School building being converted into low-income housing for senior citizens. WJHL-TV aired the story.

12/13/04 - Flu Vaccine - The *Bristol Herald Courier* provided WJHL-TV with video and information about the availability of flu vaccine in Bristol, which enhanced WJHL-TV's lead story about vaccine availability in the overall region.

12/15/04 - Body ID - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that the body of a woman, who had disappeared from a local nightclub two years before, had been found. That "tip" allowed WJHL-TV to move crews to the area and quickly relay that information to its audience.

12/15/04 - Murdered College Student -A *Bristol Herald Courier* reporter provided WJHL-TV with his findings from interviewing police on developments in the case of a murdered college student. WJHL-TV aired the information.

12/16/04 - Moore's Distribution - The *Bristol Herald Courier* provided WJHL-TV with information that the sale of a local company, Moore's Distribution, had not gone through, signaling the potential loss of 60 jobs. WJHL-TV aired the story.

12/17/04 - TCRA Restaurant - The *Bristol Herald Courier* provided WJHL-TV with video and information on the closing of the sole restaurant at the regional airport. WJHL-TV aired the story.

12/18/04 - Bristol United Way - The *Bristol Herald Courier* provided WJHL-TV with the final total from the Bristol United Way fundraising efforts for 2004, which WJHL-TV aired.

12/20/04 - TCCS Payroll - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that teachers were not being paid at Tri-Cities Christian School. WJHL-TV worked its sources as well and together the outlets reported that the school had no money and had been forced to pull paychecks for the second period in a row. This collaboration led to a number of subsequent reports on the near-bankruptcy of this school system. WJHL-TV first broke the story.

12/21/04 - Race Development - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that coveted land beside Bristol Motor Speedway had finally been sold, clearing the way for major redevelopment. WJHL-TV aired the story.

12/21/04 - VA Mines - The *Bristol Herald Courier* provided WJHL-TV with information that increased mining safety regulations were being proposed and would be brought before the legislature. WJHL-TV aired the story.

12/23/04 - Library Funding - The *Bristol Herald Courier* provided WJHL-TV with video of a \$20,000 check being donated from Wachovia Bank to the library as part of its fundraising efforts. WJHL-TV aired the video and the story.

12/27/04 - House Fire - The *Bristol Herald Courier* provided WJHL-TV with details of a fire on Russell Street in Bristol, VA. WJHL-TV then aired the story.

12/28/04 - VA State Standards - The *Bristol Herald Courier* provided WJHL-TV with information that eight southwest Virginia schools had met "No Child Left Behind" standards. WJHL-TV then aired the story.

12/29/04 - Missing Woman - The *Bristol Herald Courier* provided WJHL-TV with information and a photograph of a woman, who was missing from a Bristol homeless shelter. WJHL-TV then aired the photo and the story.

12/31/04 - Plant Expansion - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that an Oregon manufacturer had purchased Moore's Distribution. WJHL-TV then aired the story.

November 2004

11/1/04 - Mine Reform - A *Bristol Herald Courier* reporter provided WJHL-TV with information that reforms were being proposed in the wake of a coal mining accident that killed a little three-year old boy in Inman in August. She learned the information covering a community meeting for the *Bristol Herald Courier* and WJHL-TV. WJHL-TV aired the story.

11/1/04 - Bristol Church Fire - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that there was a large fire at the Kingdom Life Ministries Church in the early morning hours. The "tip" allowed WJHL-TV videographers to get to the scene quickly and cover the story.

11/3/04 - Bristol Renewal Plan - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol City Council had passed a \$19 million urban renewal plan during a late night session, which WJHL-TV did not attend. This allowed the station to do follow-up reports on the plan's impact and then pass the additional information back along to the newspaper. WJHL-TV then aired the story.

11/4/04 - Meth Summit - The *Bristol Herald Courier* provided WJHL-TV with information and images from a seminar held by local police on how to spot and stop illegal meth makers. WJHL-TV then aired the story and images.

11/5/04 - Roadway Grants - The *Bristol Herald Courier* provided WJHL-TV with information that a grant by the Tennessee Highway Safety Department would provide radar guns and pay overtime as part of a program to make highways safer. WJHL-TV then aired the story.

11/5/04 - Budget Commission - The *Bristol Herald Courier* provided WJHL-TV with information it learned while attending Sullivan County's budget commission meeting, which the station staff was unable to attend on its own. WJHL-TV then aired the story.

11/6/04 - Chilhowie Bridge - The *Bristol Herald Courier* provided WJHL-TV with information that the Virginia Department of Transportation was closing the 80+-year old Old Love's Mill

swinging bridge in Chilhowie because of structural concerns. WJHL-TV then aired the story.

11/7/04 - Fatal Skateboard Accident - The *Bristol Herald Courier* provided WJHL-TV with information on the death of a 9-year old boy in Glade Spring, Virginia who rode his skateboard into the path of an oncoming vehicle and was struck. WJHL-TV aired the story.

11/8/04 - Coeburn Fire - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that a large fire was burning in the downtown Coeburn, Virginia area. WJHL-TV was able to get a crew to the location in time to gather on-the-scene information and pass along images and the story during its late broadcast. The fire destroyed a Coeburn pizza joint.

11/9/04 - Damascus Grant - The *Bristol Herald Courier* provided WJHL-TV with information that the southwest Virginia town of Damascus was awarded a \$700,000 grant to help with expansion of its medical center. WJHL-TV then aired the story.

11/10/04 - Exit 7 Home Depot - The *Bristol Herald Courier* provided WJHL-TV with information confirming that Home Depot's parent company had signed papers to bring a new store to Exit 7 in Bristol. The outlets had together been working to confirm speculation, and the newspaper's sources provided that information. WJHL-TV aired the story.

11/ 10, 11, 12, 13/04 - 278th Departs -*Bristol Herald Courier* and WJHL-TV reporters traveled to Camp Shelby, Mississippi to cover the departure of the National Guard's 278th Reserve Unit, the largest unit deployed from the Tri-Cities during this conflict. The reporters provided information to the newspaper and station and live reports to the station, allowing the outlets to provide comprehensive coverage of more soldiers and events for families back home than would have been possible if the outlets had acted singly.

11/12/04 - Jobs - The *Bristol Herald Courier* provided WJHL-TV with information that Global Contract Services was bringing 200 new jobs to Saltville, Virginia with its decision to open a plant there. WJHL-TV aired the story.

11/14/04 - Kilgore Meth Plans - The *Bristol Herald Courier* provided WJHL-TV with information that Virginia Attorney General Jerry Kilgore was proposing legislation that would double prison sentences for persons in the Commonwealth convicted of making methamphetamine. WJHL-TV aired the story.

11/15/04 - Santa Train - The *Bristol Herald Courier* and WJHL-TV both sent representatives on the Santa Train, which makes a 200-mile journey from Kingsport, Tennessee, into the coalfields of southwest Virginia, delivering donated toys to children and families that may not otherwise receive gifts for Christmas. The newspaper and the television station focused on different aspects of the annual ride with coverage that complemented each other's stories.

11/17/04 - School Bullying - The *Bristol Herald Courier's* education reporter reported on-air on WJHL-TV about her findings on bullying within the area's public school systems.

11/18/04 - BTES Cable - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol Tennessee Electric System had moved one step closer to providing its customers with cable service by submitting a \$25 million service plan to the City Council. WJHL-TV aired the information.

11/18/04 - College Coach Resigns - The *Bristol Herald Courier's* sports team provided information to WJHL-TV about the resignation of Emory and Henry College's football coach of 23 years, allowing WJHL-TV to get that information to viewers during its evening broadcast, a story the station would not have had otherwise.

11/19/04 - Appalachia Pharmacy School - The *Bristol Herald Courier* provided information to WJHL-TV about the securing of temporary facilities for this planned school, moving the proposal forward more quickly than expected. WJHL-TV aired the story.

11/20/04 - House Fire - The *Bristol Herald Courier* provided a "tip" to WJHL-TV about a house fire on Highland Street in Bristol. The station could not get a photographer to the location, so the *Courier's* photographer shot videotape of the fire and then transmitted it to the station, which aired the story.

11/22/04 - VA Coalfields - The *Bristol Herald Courier* provided information to WJHL-TV about a change in strategy and organization of the Virginia Coalfields Economic Development Authority and the organization's plans to attract more jobs to the area. WJHL-TV aired the story.

11/23/04 - National Christmas Tree - The *Bristol Herald Courier* provided information to WJHL-TV about the selection of a southwest Virginia pine tree as the tree that would be placed on

the grounds of the White House for Christmas. WJHL-TV aired the story.

11/24/04 - Bristol Flood Project -The *Bristol Herald Courier* provided information to WJHL-TV about the securing of \$500,000 in federal funding to study the issue of downtown flooding in Bristol, Virginia. WJHL-TV aired the story.

11/29/04 - Man Rescued - The *Bristol Herald Courier* provided information to WJHL-TV about the rescue of a man from the South Holston River after he tried to wade out to an island in the middle of the river. WJHL-TV aired the story.

11/30/04 - 911 Tapes - The *Bristol Herald Courier* provided information to WJHL-TV about rulings regarding the exchanges between police contained on 911 tapes of the shooting of Bristol Police officer Mark Vance. WJHL-TV aired the story.

October 2004

10/1/04 - Cabin Auction - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that Wood's Place, an old log cabin dating back to the 1700's, was being placed on the auction block in Bluff City, along with 66 acres of land. WJHL-TV aired the story.

10/2/04 - Boulder Death Special Prosecutor - The *Bristol Herald Courier* provided WJHL-TV with information that a judge had appointed a special prosecutor to investigate the coal mining accident that killed the Inman 3-year old in August. WJHL-TV aired the story.

10/4/04 - Library Opens - The *Bristol Herald Courier* provided WJHL-TV with information that a temporary location for the city library had been found and had opened in the former Goody's building. WJHL-TV aired the story.

10/5/04 - Tuesday Morning - The *Bristol Herald Courier* provided WJHL-TV with information that retailer Tuesday Morning was opening a store on Linden Square Drive. WJHL-TV aired the story.

10/6/04 - Cheers Rezoning - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Tennessee City Council had approved the rezoning of the controversial Cheers restaurant property at the urging of neighborhood homeowners. WJHL-TV aired the story.

10/6/04 - Superintendent Evaluation - The *Bristol Herald Courier* provided WJHL-TV with information that the school board in Bristol, Virginia had approved a new evaluation system for the superintendent and provided WJHL-TV with a copy of the 12-page draft document setting forth evaluation criteria. WJHL-TV then aired the story.

10/6/04 - Voting Registration - The *Bristol Herald Courier* provided WJHL-TV with information from the election commission that the office had been overwhelmed with an unexpectedly large number of voter registration applications with 1,000 new voters having been registered in Buchanan County in just the past year, and with 50 coming into the office on the last day of registration. WJHL-TV aired the story.

10/7/04 - 278th Baking - The *Bristol Herald Courier* provided WJHL-TV with information that the family members of the 278th Armored Calvary Regiment from the Tri-Cities were planning to host a yard sale to raise money for a family support group that would pay for postage on care packages for the soldiers. WJHL-TV aired the story.

10/7/04 - Mining Laws - The *Bristol Herald Courier* provided WJHL-TV with information that Virginia's Governor had created a panel to strengthen enforcement of the state's mining laws in the wake of a recent mining death. WJHL-TV aired the story.

10/10/04 - King Defends Numbers - The *Bristol Herald Courier* provided WJHL-TV with information that King Pharmaceuticals was being accused of making more than \$55 million from sales of the drug Altace - which is made in Bristol - to TennCare patients since 1999. WJHL-TV aired the story.

10/11/04 - New Jobs - The *Bristol Herald Courier* provided WJHL-TV with information from Piney Flats that the HSN Corporation Distribution Center was planning to add 40 new jobs by year's end, in addition to the 300 jobs recently brought to the area. WJHL-TV aired the story.

10/11/04 - Sullivan County License - The *Bristol Herald Courier* provided WJHL-TV with information that Sullivan County drivers would soon be able to purchase license plates online, something they previously could not do. WJHL-TV aired the story.

10/12/04 - Tobacco Buyout - The *Bristol Herald Courier* provided WJHL-TV with information on Senate approval of a \$10.1 billion tobacco quota buyout to help struggling farmers and the effect

it would have on southwest Virginia farmers. WJHL-TV aired the story.

10/12/04 - Red Ink - The *Bristol Herald Courier* provided WJHL-TV with information that teachers in Bristol, Virginia were getting rid of red ink pens, thinking their use conveyed a negative image to students. WJHL-TV aired the story.

10/14/04 - Smith Indicted - The *Bristol Herald Courier* provided WJHL-TV with information that a man had been formally indicted on first degree murder charges in the golf club beating and death of his ex-wife in July. WJHL-TV aired the story.

10/14/04 - Virginia Plant Death - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that there had been a fatal accident at Mesa Industries in Abingdon the day before. The paper was able to confirm that a plant manager died when his head was crushed in a machine, information WJHL-TV had not been able to confirm by itself. WJHL-TV then aired the story.

10/14/04 - HSN Celebration - The *Bristol Herald Courier* provided WJHL-TV with information and video from the ribbon cutting and grand opening of HSN Corporation and Distribution Center, which is bringing hundreds of jobs to the area. WJHL-TV aired the story.

10/16/04 - Teen Remains Critical - The *Bristol Herald Courier* provided WJHL-TV with information on the condition of a local teen injured in a fatal accident along highway 126 in Blountville. WJHL-TV aired the story.

10/18/04 - Bristol Recycling - The *Bristol Herald Courier* provided WJHL-TV with information that recycling bins were now in place in the city's schools. This came after the city's program was cut in 2002 because of lack of participation. WJHL-TV aired the story.

10/18/04 - Sunrise School - The *Bristol Herald Courier* provided WJHL-TV with information from Sullivan County that the Commission had voted to tear down Sunrise Elementary School, which had not been used since the 1980's. The *Courier's* reporter also relayed to WJHL-TV that the cost of demolition would be \$27,300, and WJHL-TV aired the story.

10/19/04 - Teacher Raises - The *Bristol Herald Courier* provided WJHL-TV with information that school employees in Bristol, Tennessee were getting a one-time bonus of between \$166 and \$466

because of a grant from the Governor's office. WJHL-TV aired the story.

10/20/04 - Prison Staph - The *Bristol Herald Courier* provided WJHL-TV with information that a prisoner was being isolated in Bristol, Virginia because of a contagious infection. WJHL-TV aired the story.

10/21/04 - Bristol Layoffs - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol Compressors was laying off 320 workers because of decreased sales of air conditioners and heat pumps. Bristol Compressors is the city's largest employer. WJHL-TV aired the story.

10/22/04 - Mental Evaluation - The *Bristol Herald Courier* provided WJHL-TV with information that a judge had ordered a mental evaluation for a North Carolina doctor charged with killing his father and dumping the body in Washington County, Virginia. WJHL-TV aired the story.

10/22/04 - Mussels Released - The *Bristol Herald Courier* provided WJHL-TV with information that a \$3.8 million dollar project was underway in Tazewell County, Virginia to restore the mussel population in the Clinch River. It would involve releasing five different species over the course of 12 years. WJHL-TV aired the story.

10/24/04 - Newspaper Scam - The *Bristol Herald Courier* provided WJHL-TV with information about a scam involving someone calling area residents saying they would receive free delivery of the *Courier* in exchange for credit card information. WJHL-TV aired the story.

10/25/04 - Drowning - The *Bristol Herald Courier* provided WJHL-TV with information about the identity of the victim in a kayak drowning accident that both outlets had been covering. The accident had happened the previous Saturday on the Russell Fork River in Breaks Interstate Park in Dickenson County, Virginia. WJHL-TV aired the information.

10/26/04 - Dixon Trial - The *Bristol Herald Courier* provided WJHL-TV with information that the State Criminal Court of Appeals had reversed the conviction of a man, who was accused of trying to kill his ex-girlfriend in Bristol in June 2000. WJHL-TV aired the story.

10/27/04 - Church Fire Indictments - The *Bristol Herald Courier* provided WJHL-TV with information concerning the indictment of

three area teens in the burning of a Washington County church earlier in 2004. WJHL-TV aired the story.

10/28/04 - Sullivan East Tickets - The *Bristol Herald Courier* provided WJHL-TV with information about ticket sales in the largest football rivalry in Bristol. There had been complaints some fans were being shut out of equal sales. The *Courier* found and reported that 1000 extra tickets were being sold as extra bleachers were added to the end zones for the game. WJHL-TV aired the story.

10/28/04 - King News - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol-based King Pharmaceuticals' third quarter profits had increased 28%, but were still down 74% from the year before. WJHL-TV aired the story.

10/29/04 - Moore's Plant - The *Bristol Herald Courier* provided WJHL-TV with information that Wise Foods had negotiated to keep its Moore's Potato Chip Plant in Bristol, Virginia open for at least 15 more days, stalling planned layoffs. WJHL-TV aired the story.

10/30/04 - Stop Work Order - The *Bristol Herald Courier* provided WJHL-TV with information that a stop work order had been issued at a Wise County, Virginia strip mine after a landslide threatened two homes. This was the same company, A and G Coal, that had been ordered to stop work in August after a boulder came loose from its work site and crashed through a home, killing a three-year old boy. WJHL-TV aired the story.

September 2004

9/1/04 - Bristol Beer Board - The *Bristol Herald Courier* provided WJHL-TV with information that a proposed plan by the Bristol Beer Board would affect nearly every business in town that served alcohol, by requiring that 40% of each establishment's income come from food sales. WJHL-TV aired the story.

9/3/04 - Bristol Shooting - The *Bristol Herald Courier* provided WJHL-TV with information that a man had been shot when two people tried to break into a Reservoir Street home. WJHL-TV aired the story.

9/4/04 - Deadly Crash - The *Bristol Herald Courier* provided WJHL-TV with information about an early morning accident that killed an 81-year old man from Lebanon, Virginia on US Highway 19. WJHL-TV aired the story.

9/4/04 - Shooting Follow-up - The *Bristol Herald Courier* provided WJHL-TV with information that the man shot during a home invasion the day before had actually shot himself in the arm and was arrested when he went to the hospital for treatment. WJHL-TV aired the story.

9/6/04 - South Holston Accident - The *Bristol Herald Courier* provided WJHL-TV with information about an accident involving two personal watercrafts on South Holston Lake that happened around 5:30pm. WJHL-TV aired the story.

9/6/04 - Sullivan County Elections - The *Bristol Herald Courier* provided WJHL-TV with information that Sullivan County Election officers had processed more than 1,500 new voter registration forms since August 1st. WJHL-TV aired the story.

9/7/04 - Viking Hall - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Tennessee City Council was taking steps to iron out an issue that had prompted a recall shakeup one month before involving control of Viking Hall. The Council had adopted a policy the night before spelling out who had control over what portions of operations. WJHL-TV aired the story.

9/8/04 - Southwest Virginia Flooding - The *Bristol Herald Courier* provided WJHL-TV with information that flooding had begun to occur in many portions of the region. WJHL-TV had crews out working on flooding. The "tip" information allowed the station to include the SW Virginia areas in its reports.

9/9/04 - King Deal - The *Bristol Herald Courier* provided WJHL-TV with information that a corporate raider was trying to block the merger between Bristol-based King Pharmaceuticals and Mylan Laboratories. The *Courier* had learned that the individual had spent over \$307 million on Mylan stock in 6 months saying he thought the stock was undervalued, and he would oppose the sale. WJHL-TV aired the story.

9/12/04 - West Leaving - The *Bristol Herald Courier* provided WJHL-TV with information that Johnson City, Tennessee City Manager Mike West had been named a finalist in Dothan, Alabama's search for a city manager, meaning he may soon leave Johnson City. WJHL-TV aired the story.

9/13/04 - Mining Fines - The *Bristol Herald Courier* provided WJHL-TV with information that Matt Mining Company had received three civil penalty fines of \$5,000 each for the accident that

killed a three-year old boy from the Wise County community of Inman on August 20. WJHL-TV aired the story.

9/13/04 - New Jobs - The *Bristol Herald Courier* provided WJHL-TV with information that Magic Wand Car Wash Systems was expanding and adding 35 new jobs in the area, Crowley Foods was adding 32 new jobs, and Dominion Carton Corporation was relocating to Gordon Business Park, bringing five new jobs. WJHL-TV aired the information.

9/14/04 - Inmate Trial - The *Bristol Herald Courier* provided WJHL-TV with information that jury selection had begun in the capital murder trial of a Red Onion State Prison inmate in the death of his cellmate. WJHL-TV aired the information.

9/15/04 - Sullivan County Death - The *Bristol Herald Courier* provided WJHL-TV with information concerning the death of a Sullivan County woman in a horseback riding accident in western Montana. The reporter was the only one able to secure an interview with her husband. WJHL-TV aired the story.

9/16/04 - Ivan Survivor - The *Bristol Herald Courier* provided WJHL-TV with the story of an Abingdon native who was in Grenada when the Category Four hurricane hit the island. WJHL-TV aired the story.

9/21/04 - Bristol Land - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Tennessee City Council had unanimously approved a local business' purchase of more than 10 acres of land in a new Bristol business park on hwy 394. WJHL-TV aired the story.

9/22/04 - Murder Indictment - The *Bristol Herald Courier* provided WJHL-TV with information that a man had been indicted on first degree murder charges in the 2003 shooting death of his live-in girlfriend. The reporter found that the man had tried to shoot himself after the incident but failed. WJHL-TV aired the story.

9/26/04 - Strip Mine Protest - The *Bristol Herald Courier* provided WJHL-TV with information that nearly 100 people had participated in a protest in Appalachia, Virginia objecting to work being done at a mountaintop removal mine. WJHL-TV aired the story.

9/27/04 - Bristol Projects - The *Bristol Herald Courier* provided WJHL-TV with information that federal officials were praising the "Thomas Jefferson Project" by naming it one of the top 35

uses of federal community development block grant funds. The old Thomas Jefferson school building had been converted into apartments for elderly low-income residents. WJHL-TV aired the story.

9/27/04 - Possible Layoffs - The *Bristol Herald Courier* provided WJHL-TV with information that a number of jobs could be lost with the shutdown of MedEx Regional Laboratories. WJHL-TV aired the story.

9/28/04 - Mining Accidents - The *Bristol Herald Courier* provided WJHL-TV with information on the deaths of two southwest Virginia men after separate mining accidents within the previous week. One accident had occurred at a Consol Incorporated mine in Buchanan County and the other at a Cumberland River Coal Corporation mine. WJHL-TV aired the story.

9/29/04 - School Smoking - The *Bristol Herald Courier* provided WJHL-TV with information that Virginia High School in Bristol was using new technology with flashing light smoke detectors to catch smokers at the school. WJHL-TV aired the story.

9/29/04 - Company Fined - The *Bristol Herald Courier* provided WJHL-TV with information that Underground Utilities Specialists was fined \$91,600 and cited on five counts of safety violations after a trench collapse during the installation of sewer lines in Bluff City earlier in the year. WJHL-TV aired the story.

9/30/04 - Race Fan Indicted - The *Bristol Herald Courier* provided WJHL-TV with information that a grand jury had indicted a NASCAR fan on charges of vehicular homicide and reckless aggravated assault for running into a group of fans after leaving Bristol Motor Speedway last year. WJHL-TV aired the story.

9/30/04 - Mine Layoffs - The *Bristol Herald Courier* provided WJHL-TV with information that more than 200 jobs were in jeopardy at Consol Coal Company in Rowe, Virginia because the mine was nearly out of coal. WJHL-TV aired the story.

August 2004

8/2/04 - Development Evictions - The *Bristol Herald Courier* provided information to WJHL-TV that several residents of the Clear Creek Mobile Home Park in Bristol, Virginia had still not moved, despite a developer's purchase of the 140 acres of land off Exit 7. They could face eviction if they are not gone in two weeks. WJHL-TV aired the story.

8/3/04 - Crime Prevention Fair - The *Bristol Herald Courier* provided information to WJHL-TV that several of Bristol, Tennessee's neighborhoods with high crime rates participated in a Crime and Drug Prevention Fair. A *Courier* reporter provided WJHL-TV with information and video from the event, which WJHL-TV aired.

8/4/04 - Rezoning Roadblock - The *Bristol Herald Courier* provided information to WJHL-TV that the re-zoning plan for the former Cheers property had been sent back to the Bristol, Tennessee Planning Commission instead of being approved as expected. WJHL-TV aired the story.

8/5/04 - Rate Hike - The *Bristol Herald Courier* provided information to WJHL-TV that Bristol Virginia Utilities was requesting a 22.4% increase in rates. The proposal was to be voted on the following Tuesday. WJHL-TV aired the story.

8/6/04 - New Mayor - The *Bristol Herald Courier* provided information to WJHL-TV related to WJHL-TV's election follow up piece about the incumbent mayor being defeated in the recall election. WJHL-TV aired the information.

8/7/04 - Fatal Accident - The *Bristol Herald Courier* provided information to WJHL-TV about an accident involving a Richlands, Virginia woman who was killed on state route 609 in Tazewell County when her car went off the road and plunged 100-feet into a ravine. WJHL-TV aired the story.

8/9/04 - Local Soldier Killed - The *Bristol Herald Courier* provided information to WJHL-TV that a former ETSU student had died in Iraq, and then provided information from an interview with his brother. WJHL-TV aired the information.

8/10/04 - Labor Market - The *Bristol Herald Courier* provided information to WJHL-TV that Bristol led the Tri-Cities with a 1.3% increase in employment as part of the latest labor market report. WJHL-TV aired the information.

8/11/04 - Child Abuse Arrests - The *Bristol Herald Courier* provided information to WJHL-TV that two people had been arrested and charged with abusing a two-year old in Washington County, Virginia. A *Courier* reporter found out that the child had received 12 cigarette burns and was reported to authorities by a relative. WJHL-TV aired the story.

8/12/04 - Election Certification - The *Bristol Herald Courier* provided information to

WJHL-TV on the certification of votes from the Bristol recall election by the Sullivan County Election Commission. WJHL-TV aired the story.

8/13/04 - School Vandals - The *Bristol Herald Courier* provided information to WJHL-TV that charges had been filed against two individuals for using trucks and tractor equipment to vandalize E.B. Stanley Middle School and Abingdon High School. WJHL-TV aired the story.

8/14/04 - Fatal Accident - The *Bristol Herald Courier* provided information to WJHL-TV that a Big Rock, Virginia woman had been killed in a head-on crash along state route 755 in the Harmon community. WJHL-TV aired the story.

8/17/04 - Annexation Delay - The *Bristol Herald Courier* provided information to WJHL-TV that Sullivan County leaders had voted to extend an agreement not to annex land until 2010 as part of the Tennessee mandated 'Smart Growth' plan. WJHL-TV aired the story.

8/18/04 - Study Circles - The *Bristol Herald Courier* provided information to WJHL-TV that former Bristol mayor was formally suggesting the city use 'study circles' to help recover from the recall election. WJHL-TV aired the story.

8/19/04 - Library Funding - The *Bristol Herald Courier* provided information to WJHL-TV that the public phase of fundraising was underway in Bristol, with an estimated \$1.2 million needed to complete a new library. WJHL-TV aired the story.

8/20/04 - Child Killed - The *Bristol Herald Courier* provided information to WJHL-TV that a child in the Inman community of Wise County had been killed when a boulder broke loose from an Imboden strip mine site, rolled down a hill and crashed through his bedroom wall. The "tip" allowed WJHL-TV to get crews to the scene quickly. The *Courier* reporter appeared live during WJHL-TV's noon newscast to report on what she had learned and worked with WJHL-TV crews later in the day.

8/21/04 - Death Investigation - The *Bristol Herald Courier* provided information to WJHL-TV that the little boy killed in the mining accident had been identified and that the boulder had weighed one half ton. WJHL-TV aired the information.

8/23/04 - Mining Stop Order - The *Bristol Herald Courier* provided information to WJHL-TV that A and G Coal Corporation had been ordered to stop working on a site where a boulder had

broken free two days earlier. The company was also issued two violations for allowing equipment operators to work in the dark. WJHL-TV aired the information.

8/24/04 - Mine Layoffs - The *Bristol Herald Courier* provided information to WJHL-TV that 40 employees would lose their jobs at Consol Energy's VP8 mine in Buchanan County, Virginia. Mine officials told the *Courier* they needed to lower staff numbers and control costs. WJHL-TV aired the information.

8/25/04 - Murder Extradition - The *Bristol Herald Courier* provided information to WJHL-TV that a North Carolina doctor was being returned to the Tri-Cities to face charges of killing his father and dumping his body on Good Hope Road in Washington County, Virginia. WJHL-TV aired the story.

8/28/04 - Mining Permits - The *Bristol Herald Courier* provided information to WJHL-TV that A and G Coal Corporation was being cited by the Virginia Department of Mines, Minerals and Energy for not using its permits properly. This was the preliminary finding of an investigation into the death of a three-year old in Inman, Virginia. WJHL-TV aired the story.

8/29/04 - Mobile Home Fire - The *Bristol Herald Courier* provided information to WJHL-TV about an overnight mobile home fire on Carden Hollow Road in Sullivan County. WJHL-TV aired the story.

8/30/04 - BCMA Move - The *Bristol Herald Courier* provided information to WJHL-TV that the Birthplace of Country Music Alliance museum was considering a move to the former Goodpasture Motor Company building. The *Courier* uncovered this information the day before a press conference was scheduled. WJHL-TV aired the story.

8/31/04 - ID Changes - The *Bristol Herald Courier* provided information to WJHL-TV that Tennessee High School was implementing a plan to require students and teachers to wear identification badges for security reasons. WJHL-TV aired the story.

July 2004

7/1/04 - Gov't Rally - The *Bristol Herald Courier* provided WJHL-TV with information about a rally on smaller government held that evening in Blountville. Libertarian Presidential candidate Michael Badnarik spoke at the event and urged voters to support the downsizing of government. WJHL-TV aired the story.

7/2/04 - Fireworks Rules - The *Bristol Herald Courier* provided WJHL-TV with information that area governments were reminding residents that it is illegal to set off fireworks in some areas. The fines for violating the ban are set at \$50. WJHL-TV aired the story.

7/5/04 - Mayor Questions - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol City Council had planned to cancel its annual reorganization meeting the next day because of confusion and disagreement over the recall election. The group was leaning towards rescheduling after the election. WJHL-TV aired the story.

7/6/04 - School Budget - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol Virginia School Board had passed a budget by a 3-to-2 vote. The School Board had to cut \$40,000 from its budget in order to get money for teacher salaries from the city. WJHL-TV aired the story.

7/7/04 - Murder Update - The *Bristol Herald Courier* provided WJHL-TV with information about the arrest of a North Carolina doctor charged with murdering his father, cutting off the man's fingers, and then dumping the body in Washington County, Virginia. A *Courier* reporter learned that officers seized a box of surgical tools, clothes and white rope from the doctor's home after his arrest but did not find the dead man's fingers. WJHL-TV aired the story.

7/8/04 - Candidate Forum - The *Bristol Herald Courier* provided WJHL-TV with details and video from a candidates forum in Bristol, Tennessee involving the eight candidates running for the three recalled seats on the City Council. WJHL-TV aired the story.

7/9/04 - Banana Split - The *Bristol Herald Courier* provided WJHL-TV with information and video about the Bristol YMCA's creation of a 100-foot long banana split that was then devoured by 150 kids in 13 minutes and 40 seconds. WJHL-TV aired the story.

7/12/04 - Bond Ruling - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that a local man had been granted bond while he awaits ruling on a new trial. WJHL-TV aired the story.

7/13/04 - Candidate Forum - The *Bristol Herald Courier* provided WJHL-TV with information from a Sullivan County candidate forum involving candidates Jason Mumpower and Sherry Grub. WJHL-TV aired the story.

7/14/04 - Sign Theft - The *Bristol Herald Courier* provided WJHL-TV with information that campaign signs for each of the eight people running for the Bristol, Tennessee City Council had been stolen and that each of the candidates had lost about 20 signs. WJHL-TV aired the story.

7/15/04 - Funding Shortage - The *Bristol Herald Courier* provided WJHL-TV with information that the new learning resource facility at Southwest Virginia Community College was coming up short on funding because a 2002 bond referendum would not cover the school's needs in 2004, causing renovation plans to be put on hold. WJHL-TV aired the story.

7/16/04 - Guilty Plea - The *Bristol Herald Courier* provided WJHL-TV with information that a local man had entered a guilty plea in the voluntary manslaughter case involving his wife's death and was sentenced to 12 years in prison. WJHL-TV aired the story.

7/17/04 - Lottery Winner - The *Bristol Herald Courier* provided WJHL-TV with information that a Bristol resident had won the Virginia Lottery's 'Win For Life' contest, meaning she would get \$1000 each week for life from the Virginia Lottery. WJHL-TV aired the story.

7/18/04 - Drowning Investigation - The *Bristol Herald Courier* provided WJHL-TV with information from Piney Flats on a drowning in Boone Lake off Hideaway Farm Road. WJHL-TV aired the story.

7/19/04 - Controlled Burn - The *Bristol Herald Courier* provided WJHL-TV with information and video from a home set on fire as part of firefighting training. The *Courier* reporter talked with the 20 middle school students who were on hand for the burn to learn how to do an arson investigation. WJHL-TV aired the story.

7/20/04 - City Manager - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol, Tennessee had hired a new city manager and that the Council would approve terms of his employment later that night. WJHL-TV aired the story.

7/22/04 - Teen Killed - The *Bristol Herald Courier* provided WJHL-TV with information on the death of a 17-year old girl in a traffic accident on Hidden Valley Road in Washington County, Virginia. WJHL-TV aired the story.

7/23/04 - RAM Clinic - The *Bristol Herald Courier* provided WJHL-TV with information that 4,800 people had received care at the recent Remote Access Medicine clinic. WJHL-TV aired the story.

7/24/04 - Murder-Suicide - The *Bristol Herald Courier* provided WJHL-TV with information and details being released about a murder-suicide in Buchanan County. The *Courier* reporter relayed the identity of two bodies discovered in a home on Stone Coal Road. WJHL-TV aired the story.

7/26/04 - Jets Added - The *Bristol Herald Courier* provided WJHL-TV with information that beginning August 7, larger jets were being added to the fleet of US Airways at Tri-Cities Regional Airport, replacing two of the turbo props currently in service. WJHL-TV aired the information.

7/27/04 - Hearing Postponed - The *Bristol Herald Courier* provided WJHL-TV with information that the scheduled court hearing for a man charged with first degree murder in the death of his ex-wife had been postponed. WJHL-TV aired the story.

7/28/04 - Mine Visit - The *Bristol Herald Courier* provided WJHL-TV with information from reporter Kathy Still about the visit of Assistant Secretary for Land and Minerals to Ely Creek in Lee County, a site once considered the worst acid mining drainage site in southwest Virginia, but one that federal and state funding had helped clean up. WJHL-TV aired the information.

7/29/04 - Candidate Finances - The *Bristol Herald Courier* provided WJHL-TV with information on the filings of financial disclosure forms by the eight candidates for the Bristol, Tennessee City Council seats, which showed that the candidates had raised about \$18,000. WJHL-TV aired the information.

7/30/04 - Fatal Accident - The *Bristol Herald Courier* provided WJHL-TV with information that a 20-year old had died in a crash on Highway 19 near Abingdon when his car crossed the center line and hit an SUV head-on. WJHL-TV aired the story.

7/31/04 - Fields Hearing - The *Bristol Herald Courier* provided WJHL-TV with information about the court appearance of a local man charged with shooting a Bristol man in the head. WJHL-TV aired the information.

June 2004

6/1/04 - Tax Defeat - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Tennessee City Council had

defeated a tax increase on first reading of its budget and that city leaders made the decision because of Sullivan County's proposed property tax hike. WJHL-TV aired the story.

6/2/04 - Top 10 - The *Bristol Herald Courier* provided WJHL-TV with word that the group "Taxpayers For Common Sense and Friends of The Earth's Choices" had listed Interstate 81 in Bristol at #2 on the list of the Top 10 most wasteful highway proposals in the United States. WJHL-TV aired the story.

6/3/04 - Pet Store Charges - The *Bristol Herald Courier* provided WJHL-TV with information that six felony and 28 misdemeanor charges had been filed against the three owners of Animal Adventures on Lee Highway. The charges were the result of a seizure of exotic and endangered animals from the store. WJHL-TV aired the story.

6/4/04 - Sex Charge - The *Bristol Herald Courier* provided WJHL-TV with information that a Bristol man had turned himself in on charges of having sex with a 12-year old girl. He had been charged the previous day. WJHL-TV aired the story.

6/6/04 - Motorcycle Accident - The *Bristol Herald Courier* provided WJHL-TV with information about a motorcycle and pickup accident and the airlifting of a victim to Bristol Regional Medical Center. WJHL-TV aired the story.

6/7/04 - City Manager Resignation - The *Bristol Herald Courier* provided WJHL-TV with information that the City Manager had resigned over the Viking Hall issue in Bristol. WJHL-TV aired the story.

6/8/04 - Murder Charge - The *Bristol Herald Courier* provided WJHL-TV with information that a local man had been charged as an accessory after the fact in the murder of a Wythe County woman earlier in the month. Two teenage girls had already been charged in the death of the mother of one of the girls. WJHL-TV aired the story.

6/9/04 - VDOT Help - The *Bristol Herald Courier* provided WJHL-TV with information that Washington County, Virginia was asking for help from Virginia's Department of Transportation to claim eminent domain to take land next to Glade Spring Industrial Park for industrial access frontage. WJHL-TV aired the story.

6/10/04 - Rate Hike - The *Bristol Herald Courier* provided WJHL-TV with information that Sullivan County was proposing a tax hike that would make it the highest property tax in the Tri-

Cities and that it had passed on first reading of the County Commission. WJHL-TV aired the story.

6/11/04 - Exide Visit - The *Bristol Herald Courier* provided WJHL-TV with information that the President and CEO of Exide Technologies had toured the Bristol plant and talked about a plan to attract more suppliers to the region. WJHL-TV aired the story.

6/12/04 - Recall Election - The *Bristol Herald Courier* provided WJHL-TV with information that five candidates had met the deadline for the recall election in the Tri-Cities. WJHL-TV aired the story.

6/13/04 - Murder Sentence - The *Bristol Herald Courier* provided WJHL-TV with information that a Greeneville federal judge had sentenced a local man to life without parole after a jury found him guilty of murdering an ETSU student. WJHL-TV aired the story.

6/15/04 - Special Election - The *Bristol Herald Courier* provided WJHL-TV with the results of a special election for Commonwealth Attorney. WJHL-TV aired the story.

6/16/04 - City Manager Search - The *Bristol Herald Courier* provided WJHL-TV with information that the top choice by the Bristol City Council for the City Manager post backed out of the search. WJHL-TV aired the story.

6/17/04 - Mayor Agreement - The *Bristol Herald Courier* provided WJHL-TV with information that Sullivan County had fostered an historic economic development effort between the mayors of Bristol, Bluff City and Kingsport to support a joint effort Blue Ribbon Task Force to recruit industrial business. WJHL-TV aired the story.

6/18/04 - 278th Sendoff Preps - The *Bristol Herald Courier* provided WJHL-TV with information and video of the decoration of Viking Hall for the sendoff celebration for the soldiers in the 278th. WJHL-TV aired the story.

6/20/04 - Property Tax - The *Bristol Herald Courier* provided WJHL-TV with information and details regarding the upcoming vote by the Sullivan County Commission on the first property tax increase since 1999, one that would raise the rate by 37-cents. WJHL-TV aired the story.

6/21/04 - School Money - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Virginia City Council and School Board had failed to reach a consensus during their joint budget work session. WJHL-TV aired the story.

6/22/04 - Holston Home - The *Bristol Herald Courier* provided WJHL-TV with information and video on the opening of a new family service center in Bristol by the Holston Home for Children. It was expected to provide foster family recruitment, placement of children, adoptions, and a temporary place for children to stay, if necessary. WJHL-TV aired the story.

6/23/04 - Gang Graffiti - The *Bristol Herald Courier* provided WJHL-TV with information from the Sullivan County Assistant District Attorney about a new effort to crack down on those who paint graffiti. WJHL-TV aired the story.

6/24/04 - Economic Appointments - The *Bristol Herald Courier* provided WJHL-TV with information that Sullivan County leaders were banding together to appoint members to the newly created county-wide economic development board. WJHL-TV aired the story.

6/26/04 - Fire Injury - The *Bristol Herald Courier* provided WJHL-TV with information that an Avoca firefighter had been taken to the hospital after cutting his hand on a broken lamp while battling a fire at a mobile home in the 2000-block of Vance Tank Road in Sullivan County. WJHL-TV aired the story.

6/28/04 - Soldier Funeral - The *Bristol Herald Courier* provided WJHL-TV with information about the funeral arrangements made for a soldier from Konnarock, who was killed the prior week in a mortar attack in Iraq. WJHL-TV aired the story.

6/29/04 - Funeral Details - The *Bristol Herald Courier* provided WJHL-TV with information about the pallbearers who would participate in the funeral for the local soldier killed in Iraq. WJHL-TV aired the story.

6/30/04 - Floods - The *Bristol Herald Courier* provided WJHL-TV with information that flood victims in Buchanan County were now eligible for federal aid, and FEMA was moving in temporary trailers to the area to help residents who could not return to their homes. WJHL-TV aired the story.

May 2004

5/1/04 - Creeper Trail - The *Bristol Herald Courier* provided WJHL-TV with information that visitors to the Virginia Creeper trail were pumping an estimated \$1.6 million per year into the local economy, according to a study by the US Forest Service and the University of Georgia. WJHL-TV aired the story.

5/2/04 - Appalachian Caverns - The *Bristol Herald Courier* provided WJHL-TV with information that Appalachian Caverns in Blountville was going on the auction block the following Saturday. WJHL-TV aired the story.

5/3/04 - Recall Preview - The *Bristol Herald Courier* provided WJHL-TV with information about the expected voter turnout for the next day's election in which Bristol, Virginia residents planned to vote, along with residents of 17 other cities. WJHL-TV aired the information.

5/4/04 - Election Results - The *Bristol Herald Courier* provided WJHL-TV with information on and the results from a number of elections and polling locations as part of their joint election coverage. WJHL-TV aired the information.

5/5/04 - Viking Hall - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol Board of Education had unanimously passed the final reading of the Viking Hall control policy that evening after 3 hours of discussion. WJHL-TV aired the story.

5/6/04 - Police Honors - The *Bristol Herald Courier* provided WJHL-TV with information and video from the Bristol Optimist Club's meeting that afternoon where two Bristol officers were honored for their work over the past year. WJHL-TV aired the story.

5/8/04 - Superintendent Search - The *Bristol Herald Courier* provided WJHL-TV with information that the Sullivan County School System had hired the Tennessee School Boards Association to conduct a search for them to replace the superintendent. WJHL-TV aired the story.

5/9/04 - Survivor Awards - The *Bristol Herald Courier* provided WJHL-TV with information about the celebration by Survivor contestant Tom Buchanan's family and friends in Rich Valley, Virginia. WJHL-TV carried a live report.

5/10/04 - New Superintendent - The *Bristol Herald Courier* provided WJHL-TV with information that the Sullivan County School Board had appointed a new Superintendent of Schools. WJHL-TV aired the story.

5/11/04 - 278th Mobilized - The *Bristol Herald Courier* provided WJHL-TV with information that soldiers with the 278th Armored Calvary Regiment in Bristol, Tennessee, who had been on alert since February 29th, had received their mobilization orders. WJHL-TV aired the story.

5/12/04 - Budget Surplus - The *Bristol Herald Courier* provided WJHL-TV with information that State Senator Ron Ramsey had introduced a budget amendment that would require the state to repay cities and counties nine percent of shared revenues that were withheld in 2003 as part of a plan to divide an estimated \$100 million budget surplus. WJHL-TV aired the information.

5/13/04 - Recall Deadline - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol 20/20 group had gathered enough signatures to get a recall issue on the ballot for the next election. WJHL-TV aired the story.

5/14/04 - Recall Signatures - The *Bristol Herald Courier* provided WJHL-TV with information and video concerning Bristol 20/20's delivery of pages of recall signatures to the Sullivan County Election Commission as part of its effort to get a recall vote on the ballot. WJHL-TV aired the story.

5/15/04 - Warner Speech - The *Bristol Herald Courier* provided WJHL-TV with information about US Senator John Warner's graduation speech at Emory and Henry's graduation. WJHL-TV aired the story.

5/17/04 - Reimbursement - The *Bristol Herald Courier* provided WJHL-TV with an update on Sen. Ramsey's effort to return more than \$36 million in state shared funds to local governments. WJHL-TV aired the story.

5/18/04 - 278th Details - The *Bristol Herald Courier* provided WJHL-TV with information that the 278th deployment orders specified that the troops from Kingsport and Bristol would be mobilized on Father's Day, June 20th, to travel to Camp Shelby, Mississippi, and then be sent on from there. WJHL-TV aired the story.

5/19/04 - Recall Update - The *Bristol Herald Courier* provided WJHL-TV with copies of the recall petition submitted by Bristol

20/20. A WJHL-TV and a *Courier* reporter reviewed the signatures, finding that Bristol City Schools Director Steve Dixon and other educators had signed the petition, and reported that they had done so because of the debate over control of Viking Hall. WJHL-TV aired the story.

5/20/04 - Signature Count - The *Bristol Herald Courier* provided WJHL-TV with information that the city of Bristol had determined that enough signatures had been verified to put the recall of the vice mayor to a vote. The others were expected to be certified within a week. WJHL-TV aired the story.

5/21/04 - Nursing Home Fire - The *Bristol Herald Courier* provided WJHL-TV with information and video from a nursing home fire at the Greystone Healthcare Clinic in Bristol caused by a heating unit in an apartment. WJHL-TV aired the story.

5/22/04 - Library Expansion - The *Bristol Herald Courier* provided WJHL-TV with information that preliminary work had begun for the expansion of the Bristol Public Library and that a formal groundbreaking ceremony was scheduled for early June, and a public fundraising campaign would soon be underway. WJHL-TV aired the story.

5/23/04 - Flag Rock Accident - The *Bristol Herald Courier* provided WJHL-TV with information from Norton, Virginia that a University of Virginia at Wise student had suffered minor injuries after falling nearly 50 feet from Flag Rock. The rescue took nearly three hours. WJHL-TV aired the story.

5/24/04 - Petition Update - The *Bristol Herald Courier* provided WJHL-TV with information that all the signatures on recall petitions were ordered to be re-certified after a challenge to the original certification was raised. The *Courier* reporters provided a live report on the 6 pm newscast.

5/25/04 - Certification Update - The *Bristol Herald Courier* provided WJHL-TV with information that all signatures had been counted and all three Bristol City Council members names would be on a recall ballot in the coming weeks. WJHL-TV aired the story.

5/26/04 - Recall Certified - The *Bristol Herald Courier* provided WJHL-TV with information that the Sullivan County Election Commission had formally certified all the signatures on the recall petition sheets. WJHL-TV aired the story.

5/27/04 - King Move - The *Bristol Herald Courier* provided WJHL-TV with information that King Pharmaceuticals was moving its sales and marketing operations from Bristol to Princeton, New Jersey, a change expected to affect only about 10 percent of King's 570 Bristol-based employees. WJHL-TV aired the story.

5/28/04 - Holiday Drivers - The *Bristol Herald Courier* provided WJHL-TV with information that the Memorial Day holiday police patrols would be focused on drunk drivers this year. WJHL-TV aired the story.

5/29/04 - Teen Drowns - The *Bristol Herald Courier* provided WJHL-TV with information that a 15-year old boy had died after drowning in a cove on Holston Lake. WJHL-TV aired the story.

5/30/04 - Drowning ID - The *Bristol Herald Courier* provided WJHL-TV with information that the previous evening's drowning victim had been identified and that witnesses had said the teen was about 20 feet from shore when he went under. WJHL-TV aired the story.

5/31/04 - SullCo Audit - The *Bristol Herald Courier* provided WJHL-TV with information that the state audit of Sullivan County's 2002-2003 budget turned up five problems with meeting accounting standards, including one involving school funding and three stemming from the expense of the mold cleanup at Sullivan East High School. WJHL-TV aired the story.

April 2004

4/1/04 - Recall Effort Update - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol 20/20, the group working to recall several city leaders, had obtained a third of the signatures required to prompt a recall election. WJHL-TV aired the story.

4/2/04 - Murder Trial - The *Bristol Herald Courier* provided WJHL-TV with information that testimony in the triple murder case against the former Pocahontas, Virginia mayor had ended and that closing arguments would be heard the following Monday. WJHL-TV aired the story.

4/3/04 - DUI License Reaction - The *Bristol Herald Courier* provided WJHL-TV with information that the bill requiring DUI convictees to have bright yellow license plates was receiving mixed reviews by a legislative committee, which threatened to stall the bill. WJHL-TV aired the information.

4/4/04 - Severance Tax - The *Bristol Herald Courier* provided WJHL-TV with information that the coalfield counties of Virginia collected a severance tax on coal and gas harvested in the region that equaled \$20 million per year. City leaders were studying ways to raise money once all the coal is mined out. WJHL-TV aired the story.

4/5/04 - Trial Update - The *Bristol Herald Courier* provided WJHL-TV with information that testimony had ended in a local murder trial and that the jury would get the case the next morning. WJHL-TV aired the information.

4/6/04 - Funding Loss - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol Life Saving Crew stood to lose more than \$26,000 in funding from Sullivan County because it was no longer the primary emergency ambulance provider in neighboring Bristol, Tennessee. WJHL-TV aired the story.

4/7/04 - Trial Update - The *Bristol Herald Courier* provided WJHL-TV with information about the progress of jury deliberations in a local murder trial after the second day of deliberations. WJHL-TV aired the story.

4/8/04 - Murder Verdict - The *Bristol Herald Courier* provided WJHL-TV with information that the former Pocahontas, Virginia mayor was found not guilty on all counts related to the killing of a local man and his family in 1989. WJHL-TV aired the story.

4/9/04 - Superintendent Search - The *Bristol Herald Courier* provided WJHL-TV with information that the Superintendent of Washington County, Virginia schools was looking for a new job and had become a finalist for a district position outside of Nashville. WJHL-TV aired the story.

4/10/04 - Abrahms Falls Warning - The *Bristol Herald Courier* provided WJHL-TV with information that warnings were going up about Abrahms Falls to let nature lovers know that they were dangerous and potentially deadly, a month after a 17-year old had fallen and died from the upper area of the falls. WJHL-TV aired the story.

4/11/04 - Conviction Overturned - The *Bristol Herald Courier* provided WJHL-TV with information that the 1997 murder conviction of a Bristol pharmacist had been tossed out by the Court of Appeals. WJHL-TV aired the story.

4/12/04 - Organ Donation - The *Bristol Herald Courier* provided WJHL-TV with information that Emory and Henry University had donated an organ to Ebenezer Methodist Church in Glade Spring, Virginia, the oldest and smallest church in the region. WJHL-TV aired the story.

4/13/04 - Land Vote - The *Bristol Herald Courier* provided WJHL-TV with information that the City Council had turned down a trucking company's bid for land on King Mill Pike that was also sought by a local congregation. WJHL-TV aired the story.

4/15/04 - Job Fair - The *Bristol Herald Courier* provided WJHL-TV with information and video that more than 100 potential employers met with job seekers at the Interstate Career Council Job Fair, sponsored by 21 colleges from West Virginia, Virginia, Tennessee and North Carolina. WJHL-TV aired the story.

4/16/04 - Confrontation - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol 20/20, the group working to recall three city leaders, was confronted and harassed by the vice mayor after a meeting to discuss the recall effort. WJHL-TV aired the story.

4/18/04 - Judge Threat - The *Bristol Herald Courier* provided WJHL-TV with information that the man accused of threatening a federal judge in Abingdon, Virginia had been released from bond after entering a guilty plea to threatening to blow up the federal courthouse. WJHL-TV aired the story.

4/19/04 - God Resolution - The *Bristol Herald Courier* provided WJHL-TV with information that Sullivan County Commissioners had voted to adopt the so-called "God Resolution" that originated in Greene County, supporting the Ten Commandments on public buildings. WJHL-TV aired the story.

4/20/04 - City Hall Move - The *Bristol Herald Courier* provided WJHL-TV with information that Bluff City, Tennessee was planning to move its city hall offices into refurbished modular office units on top of the municipality's former sewer plant site. They had to move offices because of mold problems. WJHL-TV aired the story.

4/21/04 - SUV Sales - The *Bristol Herald Courier* provided WJHL-TV with information that local sales of SUV's remained steady despite rising gas prices but that hybrid sales were also up, with Virginia having the second most hybrid sales in the nation, next to California. WJHL-TV aired the story.

4/22/04 - Troop Support - The *Bristol Herald Courier* provided WJHL-TV with information that local businesses were helping reserve troops get ready for active duty and providing them with legal and financial information to help during their time away after interviewing representatives of First Tennessee Bank, Eastman and Johnson Memorial Hospital about the benefit plans they offered employees who must go to Iraq. WJHL-TV aired the story.

4/25/04 - Police Standoff - The *Bristol Herald Courier* provided WJHL-TV with information about a police standoff in Bristol, Virginia at the Seven Oaks Apartments on Courtney Lane. A man wanted on an assault charge had barricaded himself inside the apartment before surrendering. WJHL-TV aired the story.

4/26/04 - New Water System - The *Bristol Herald Courier* provided WJHL-TV with information that a new water system had gone on line in rural Buchanan County, bringing public drinking water to 200 homes, 5 businesses and 4 churches for the first time. WJHL-TV aired the story.

4/27/04 - Homicide Investigation - The *Bristol Herald Courier* provided WJHL-TV with information about the discovery of the bodies of a husband and wife inside a mobile home in Damascus, Virginia. WJHL-TV aired the story.

4/28/04 - Fire Chief - The *Bristol Herald Courier* provided WJHL-TV with information that the city council had voted a new appointment for Fire Chief in Bristol, Virginia. WJHL-TV aired the story.

4/29/04 - Competency Ruling - The *Bristol Herald Courier* provided WJHL-TV with information that a man had been found incompetent to stand trial for the stabbing and beating death of his girlfriend at their home on Southside Avenue in 2001. WJHL-TV aired the story.

4/29/04 - Brady - The *Bristol Herald Courier* provided WJHL-TV with information from an interview with former White House Press Secretary Jim Brady, who made a visit to the Tri-Cities. WJHL-TV aired the story.

4/30/04 - Elie Wiesel - The *Bristol Herald Courier* provided WJHL-TV with information about the planned visit of Holocaust survivor Elie Wiesel to the Tri-Cities and the planned photo exhibit on loan from the Holocaust Memorial Museum in Washington, DC. WJHL-TV aired the information.

March 2004

3/1/04 - School Drug Policy - The *Bristol Herald Courier* provided WJHL-TV with information and details concerning the Bristol, Virginia School Board approval of an anti-drug policy. WJHL-TV aired the story.

3/2/04 - Norton School Shooting - The *Bristol Herald Courier* provided WJHL-TV with information that a Norton resident had been arrested in the parking lot of Norton Elementary School for pulling a gun on a man he claimed was playing his music too loud. The *Courier* relayed that the school went into lockdown from the time shots were fired until the arrest. WJHL-TV aired the story.

3/3/04 - DUI License Plates - The *Bristol Herald Courier* provided WJHL-TV with information that a DUI committee was recommending passage of a bill that would require anyone convicted of DUI to have a yellow license plate with the words "drunk driver" on their car. WJHL-TV aired the story.

3/4/04 - Exit 7 Development - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol, Virginia's Industrial Development Authority unanimously approved two resolutions making them the "go-between" in agreements between the city and developer Starwood Properties. WJHL-TV aired the story.

3/5/04 - Recall Rally - The *Bristol Herald Courier* provided WJHL-TV with information that recall petitions were being circulated in Bristol, Tennessee to try to oust the mayor, vice mayor, and councilman. WJHL-TV aired the story.

3/6/04 - Apology - The *Bristol Herald Courier* provided WJHL-TV with copies of a letter of apology written by a Bristol Council member that was to be published the next morning, apologizing for what he said during a taped telephone conversation to a city employee in which he used profanity. WJHL-TV aired the story.

3/7/04 - Growth Plan - The *Bristol Herald Courier* provided WJHL-TV with information that a bill in the Virginia Legislature designed to put five more members on the Virginia Economic Development Partnership's Board of Directors had been approved by both the Senate and the House. WJHL-TV aired the story.

3/9/04 - Murder Verdict - The *Bristol Herald Courier* provided WJHL-TV with word that a jury had found a defendant guilty of first degree murder in the killing of his childhood friend in

April 2002, a verdict that results in an automatic life in prison sentence. WJHL-TV aired the story.

3/10/04 - Murder Mistrial - The *Bristol Herald Courier* provided WJHL-TV with information that the judge in a local murder trial would decide the next morning whether or not to declare a mistrial in the case because the prosecution had introduced testimony of a dead man as evidence. WJHL-TV aired the story.

3/11/04 - Trial Ruling - The *Bristol Herald Courier* provided WJHL-TV with the judge's decision that the trial against a local man would proceed and that he would not declare a mistrial. WJHL-TV aired the story.

3/12/04 - Recall Effort - The *Bristol Herald Courier* provided WJHL-TV with information that a "fact sheet" was being circulated with information about three members of the Bristol City Council by the group Bristol 20/20, contending that the councilmen violated Tennessee's Open Meetings Law, ignored legal counsel, and undermined the city manager by firing him during a closed meeting. WJHL-TV aired the story.

3/13/04 - NAACP - The *Bristol Herald Courier* provided WJHL-TV with information that the NAACP in Bristol, Virginia was working on a reorganization as part of its strategic planning sessions. WJHL-TV aired the story.

3/15/04 - Quarry Fight - The *Bristol Herald Courier* provided WJHL-TV with information that Washington County, Virginia leaders had voted to close Cherokee National Stone's mines and ordered an injunction against Northside Stone, both of the Poor Valley community, because of concerns that the quarries were causing environmental damage. WJHL-TV aired the story.

3/16/04 - Budget Delay - The *Bristol Herald Courier* provided WJHL-TV with information that some Virginia schools would quickly lose money if the state's budget fight didn't end, as they were starting school without knowing how much money was in their coffers. WJHL-TV aired the story.

3/17/04 - Murder Trial - The *Bristol Herald Courier* provided WJHL-TV with information that a jury had heard opening arguments in the case involving the killing of an ETSU student and robbing of a Bristol bank. WJHL-TV aired the story.

3/18/04 - School Proposal - The *Bristol Herald Courier* provided WJHL-TV with information that the Sullivan County Schools Director was formulating a budget to raise the property tax rate

15-cents and to ask parents to help pay coaching supplements as part of the school budget proposal. WJHL-TV aired the story.

3/19/04 - Race Housing - The *Bristol Herald Courier* provided WJHL-TV with information about how many people in the Tri-Cities rent out their homes to NASCAR fans during BMS weekend. WJHL-TV aired the story.

3/20/04 - Methadone Fight - The *Bristol Herald Courier* provided WJHL-TV with information that Washington County, Virginia mental health providers were using a little-known provision in the methadone clinic zoning ordinance to keep a methadone clinic from locating in a part of Bristol that was the center of controversy. WJHL-TV aired the story.

3/22/04 - Murder Trial Update - The *Bristol Herald Courier* provided WJHL-TV with information that a local murder trial had reached its halfway mark, with a co-defendant expected to testify the next day. The *Courier* alerted WJHL-TV so that cameras could be in the courtroom for the next day's proceedings. WJHL-TV aired the story.

3/23/04 - Murder Mistrial - The *Bristol Herald Courier* provided WJHL-TV with information that a mistrial could be declared the next day after a co-defendant took the stand and talked about other crimes the co-defendants had committed. WJHL-TV aired the story.

3/24/04 - HSN Jobs - A *Bristol Herald Courier* reporter presented a live on-camera report about the new jobs coming to the region with the relocation of Home Shopping Network's distribution center to Piney Flats. WJHL-TV aired the story.

3/25/04 - Contract Approval - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Tennessee City Council had approved an almost \$8 million contract for the renovation and an addition to the Bristol Public Library and received an update on the search for a new city manager. WJHL-TV aired the story.

3/26/04 - Trial Update - The *Bristol Herald Courier* provided WJHL-TV with information that two inmates had testified at a local murder trial that a defendant bragged to other federal prisoners about robbing banks. WJHL-TV aired the story.

3/27/04 - Waterfall Accident - The *Bristol Herald Courier* provided WJHL-TV with information from Washington County, Virginia that one person was injured and another was missing

after an accident at Abrams Falls in the Benhams community. WJHL-TV aired the story.

3/28/04 - Waterfall Accident - The *Bristol Herald Courier* provided WJHL-TV with an update on a waterfall accident with word that people had been injured in a fall and were taken to Johnston Memorial Hospital in Abingdon. WJHL-TV aired the story.

3/30/04 - Cheney Visit - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that Vice President Dick Cheney was planning a visit to the Tri-Cities in April to speak at a fundraiser for Kevin Triplett, a candidate for the 9th District Congressional seat in Virginia. WJHL-TV aired the story.

3/31/04 - MedEx Flap - The *Bristol Herald Courier* provided WJHL-TV with information that several members of the MedEx Regional Laboratories Board of Directors had resigned after a bankruptcy judge had criticized the close relationship between Wellmont Health Systems and the lab. WJHL-TV aired the story.

February 2004

2/1/04 - Murder Trial - The *Bristol Herald Courier* provided WJHL-TV with information that the former mayor of a small southwest Virginia town will go on trial tomorrow for the murder of his former assistant along with his family in a 1989 shotgun attack at the family's home in Pocahontas. WJHL-TV aired the story.

2/2/04 - Drug Testing Plan - The *Bristol Herald Courier* provided WJHL-TV with information that, for the third time in a month, the Bristol, Virginia School Board delayed adoption of a comprehensive drug and alcohol policy, citing concerns about the policy's ultimate cost and compliance with federal regulations. WJHL-TV aired the story.

2/3/04 - Flood Control - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Tennessee council agreed to try to schedule a joint work session with its Virginia counterparts to discuss funding for an Army Corps of Engineers flood study, including a proposal to modify the existing Beaver Creek Dam. WJHL-TV aired the story.

2/4/04 - Animal Shelter Improvements - The *Bristol Herald Courier* provided WJHL-TV with information that the Sullivan County's Animal Shelter committee says the facility, which is

run by the county's sheriff's department, needs more volunteers, equipment, and improvements. WJHL-TV aired the story.

2/5/04 - Viking Hall Control - The *Bristol Herald Courier* provided WJHL-TV with information that, after about two hours of discussion, the Bristol, Tennessee City Council voted unanimously to combine resolutions offered by the vice mayor and a councilman concerning control of Viking Hall with a proposal by School Board Chairwoman Beth Webb. The director of schools and the city manager will hammer out specifics. WJHL-TV aired the story.

2/5/04 - Edwards Visit - The *Bristol Herald Courier* provided WJHL-TV with a "tip" that John Edwards would be visiting the region the next day and included details about his schedule. WJHL-TV then aired the story.

2/6/04 - Clark Campaigning - The *Bristol Herald Courier* provided WJHL-TV with information that retired Gen. Wesley Clark was campaigning in the Tri-Cities area for John Kerry and details of his schedule. WJHL-TV then aired the story.

2/6/04 - Body Discovered - The *Bristol Herald Courier* provided WJHL-TV with information that, the previous night, the body of a 37-year old woman was found in a ditch alongside U.S. Highway 460 and that her boyfriend had been charged with first-degree murder. WJHL-TV aired the story.

2/9/04 - City Manager's Future - The *Bristol Herald Courier* provided WJHL-TV with information that the future of the Bristol, Tennessee city manager's job will likely be the topic of a called city council meeting Thursday night. The *Bristol Herald Courier* spoke with a councilwoman who says the mayor requested the resignation of the city manager who was a finalist for similar posts in Talladega, Alabama and Oak Ridge, Tennessee in recent weeks. WJHL-TV aired the story.

2/10/04 - Interstate 81 Improvements - The *Bristol Herald Courier* provided WJHL-TV with information about a meeting tonight among about 30 local government officials and area residents and the Virginia Department of Transportation to discuss how to fix Interstate 81, one of seven meetings being held along the 325 mile Interstate 81 corridor for the next several days. WJHL-TV aired the story.

2/11/04 - Stolen Vehicle - The *Bristol Herald Courier* provided WJHL-TV with information that Virginia State Police used OnStar

to track a stolen truck today and arrested the man who stole it. WJHL-TV aired the story.

2/12/04 - Burning Pot - The *Bristol Herald Courier* provided WJHL-TV with information that the Washington County, Virginia Sheriff's department sent almost 1,000 pounds of pot up in flames because the marijuana was taking up space in the evidence room and had become a liability. WJHL-TV aired the story.

2/13/04 - Interstate 81 Tolls - The *Bristol Herald Courier* provided WJHL-TV with information that an advisory panel met today and recommended that the Virginia Department of Transportation begin negotiations with Star Solutions to widen 325 miles of Interstate 81 in Virginia, funding construction by imposing a toll on large trucks. WJHL-TV aired the story.

2/16/04 - Viking Hall Control - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Tennessee Board of Education voted this evening to forward a policy that would allow it to get control of Viking Hall without consent of the City Council. WJHL-TV aired the story.

2/17/04 - Trial Delayed - The *Bristol Herald Courier* provided WJHL-TV with information that the capital murder trial of two defendants was delayed again today after their attorneys drew out jury selection for more than 4 hours. WJHL-TV aired the story.

2/18/04 - First Degree Murder - The *Bristol Herald Courier* provided WJHL-TV with information that a Dickenson County, Virginia man is facing first-degree murder charges for the shooting death of another man last night in the Georges Fork Community and is free on \$100,000 bond. WJHL-TV aired the story.

2/19/04 - Economic Growth - The *Bristol Herald Courier* provided WJHL-TV with information that, in an effort to spur economic growth in southwest Virginia, the Virginia Coalfield Economic Development Authority approved funding packages totaling more than half a million dollars. WJHL-TV aired the story.

2/20/04 - Horse Investigation - The *Bristol Herald Courier* provided WJHL-TV with information that an investigation is underway into complaints about the treatment of horses kept on King College Road in Bristol, Tennessee without any food or water. Police, the Humane Society and a veterinarian were called to the scene. WJHL-TV aired the story.

2/23/04 - Regional Jail - The *Bristol Herald Courier* provided WJHL-TV with information that work is ahead of schedule at a new facility to house inmates in southwest Virginia. WJHL-TV aired the story.

2/24/04 - Abusing a Corpse -The *Bristol Herald Courier* provided WJHL-TV with information on the arrest of a man accused of abusing a corpse. WJHL-TV aired the story.

2/25/04 - Child Abduction - The *Bristol Herald Courier* provided WJHL-TV information about the fact that a missing 2-year old Virginia girl was found unharmed. WJHL-TV aired the story.

2/26/04 - Groundbreaking - The *Bristol Herald Courier* provided WJHL-TV with information about a groundbreaking in downtown Bristol on a facelift for the Downtown Center Project. WJHL-TV aired the story.

2/27/04 - Guilty Plea - The *Bristol Herald Courier* provided WJHL-TV with information concerning the entry of a guilty plea in the Appalachian School of Law shootings. WJHL-TV aired the story.

2/29/04 - Fatality - The *Bristol Herald Courier* provided WJHL-TV with information about the death of a Pennington Gap woman after a Saturday afternoon traffic crash. WJHL-TV aired the story.

January 2004

1/1/04 - Preparing for Departure - The *Bristol Herald Courier* provided WJHL-TV with information that 125 National Guard troops of B Company, 276th Engineer Battalion are set to head to Fort Dix, New Jersey, early Sunday morning. WJHL-TV aired the story.

1/5/04 - Drug Testing - The *Bristol Herald Courier* provided WJHL-TV with information that, after more than 2-1/2 hours of intense discussion, the Bristol, Virginia School Board decided to postpone making its decision on a comprehensive drug and alcohol testing policy for a local school system in order to check on key factors such as the legality of the policy and to explore details about its implementation. WJHL-TV aired the story.

1/6/04 - Train Station Project - The *Bristol Herald Courier* provided WJHL-TV with information that phase one of renovating the historic Bristol Train Station on the Virginia side of State Street began Monday. Phase one includes removing lead based paint from the building's canopy, replacing and repairing

windows and doors and restoring the brick and stone walls and other cosmetic repairs, work that is scheduled to be complete by early summer. WJHL-TV aired the story.

1/8/04 - Methadone Clinics - The *Bristol Herald Courier* provided WJHL-TV with information that the Highlands Community Services Board plans to draft a letter outlining concerns about the location of a proposed methadone clinic in Washington County, Virginia, to send to local and state lawmakers. WJHL-TV aired the story.

1/9/04 - Neglected Horses - The *Bristol Herald Courier* provided WJHL-TV with information that a Bluff City man, who spent the past 19 months caring for abandoned and neglected horses, became their owner today; however, the former owners have 30 days to appeal the decision. WJHL-TV aired the story.

1/10/04 - High School Hazing - The *Bristol Herald Courier* provided WJHL-TV with information that the final defendant in a local school hazing entered a plea to a misdemeanor charge of hazing. WJHL-TV aired the story.

1/12/04 - Bristol Development Vote - The *Bristol Herald Courier* provided WJHL-TV with information that Bristol, Tennessee had decided to establish a 20-member task force to study and recommend parts of the city for commercial and residential development. WJHL-TV aired the story.

1/13/04 - Redevelopment Plans Rejected - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Tennessee council voted three to zero with two passes to repeal a September resolution that called for a redevelopment study of 50 acres near the Bristol Motor Speedway. WJHL-TV aired the story.

1/14/04 - Gun Trafficking - The *Bristol Herald Courier* provided WJHL-TV with information that two men who had been implicated in what was called one of the largest multi-state gun trafficking investigations were arraigned in U.S. District Court. WJHL-TV aired the story.

1/15/04 - Martin Luther King Celebration - The *Bristol Herald Courier* provided video and information to WJHL-TV on an area college's observance of Dr. Martin Luther King's birthday today. WJHL-TV aired the story.

1/16/04 - New Trial - The *Bristol Herald Courier* provided WJHL-TV with information that the Court of Criminal Appeals has

reviewed the records of a Tri-Cities pharmacist convicted of murdering his wife and has ruled that he should receive a new trial. WJHL-TV aired the story.

1/19/04 - Methadone Debate - The *Bristol Herald Courier* provided WJHL-TV with information that Washington County, Virginia school board members had voiced unanimous disapproval of the proposed location of a new methadone clinic near a school. WJHL-TV aired the story.

1/20/04 - Gas Line Explosion - The *Bristol Herald Courier* provided WJHL-TV with information about an explosion of unknown cause in Wise County, Virginia that happened shortly before 5 a.m. at one of Equitable Production Company's gas lines. It sent a fireball into the sky that was seen almost 20 miles away. WJHL-TV aired the story.

1/21/04 - Day Care Center - The *Bristol Herald Courier* provided WJHL-TV with information that a Norton, Virginia based Head Start Program is withdrawing from a project to operate a day care center at the Dickenson County Technology Park and another, the community service agency People Incorporated, is ready to step in. WJHL-TV aired the story.

1/22/04 - Inmate Escape Plea - The *Bristol Herald Courier* provided WJHL-TV with information that one of the seven men who escaped from the Sullivan County Jail last year had pled guilty to felony escape, theft and vandalism charges and received a 3-year sentence. WJHL-TV aired the story.

1/24/04 - New Trial Denied - The *Bristol Herald Courier* provided WJHL-TV with information that a man sentenced to death for killing an 81-year old storekeeper has been denied a new trial and his execution date set for August 22nd, 2005. WJHL-TV aired the story.

1/25/04 - Child Abuse - The *Bristol Herald Courier* provided WJHL-TV with information that a Tri-Cities police lieutenant has been charged with assault and battery of a child. WJHL-TV aired the story.

1/26/04 - Missing Kayaker - The *Bristol Herald Courier* provided WJHL-TV with information that search crews and almost 100 volunteers searched a three-mile section of the river for a missing kayaker. WJHL-TV aired the story.

1/27/04 - Methadone Vote - The *Bristol Herald Courier* provided WJHL-TV with information that the Bristol, Virginia City Council

had voted unanimously to change its zoning policies, making it more difficult to establish a methadone or similar treatment clinic within the city's limits. WJHL-TV aired the story.

1/29/04 - Police Chief - The *Bristol Herald Courier* provided WJHL-TV with information on the front runner for Bristol, Tennessee new police chief and the likely announcement at a news conference the next morning. WJHL-TV aired the story.

1/30/04 - Sex Crime - The *Bristol Herald Courier* provided WJHL-TV with information that a woman accused of having sex with a 13-year old boy she met over the Internet will be allowed to leave the state on vacation. WJHL-TV aired the story.

1/31/04 - Airport Changes - The *Bristol Herald Courier* provided WJHL-TV with information that the Tri-Cities Airport commission cancelled a contract with the restaurant operators who hold alcohol licenses for the facility's bar and restaurant and that finding a new operator could take between two and nine months. WJHL-TV aired the story.

WJHL-TV JOURNALISM AWARDS 2004-2006

<u>Date</u>	<u>Organization</u>	<u>Award</u>	<u>Category</u>	<u>Entrant</u>
2006	Tennessee Associated Press Broadcasters Association	Honorable Mention	Best Sports Talk Show	"Trackside at Daytona" - Kenny Hawkins, Kasey Marler, and Chris McIntosh
2006	Tennessee Associated Press Broadcasters Association	Honorable Mention	Best Newscast	Staff Award
2005	Tennessee Associated Press Broadcasters Association	Honorable Mention	Best Newscast	Staff Award
2004	Tennessee Associated Press Broadcasters Association	Honorable Mention	Best Newscast	Staff Award
2004	Tennessee Associated Press Broadcasters Association	Honorable Mention	Best Feature Reporting	Station Compilation
2004	Tennessee Associated Press Broadcasters Association	Honorable Mention	Best Sportscast	"Touchdown Friday Night"
2004	Tennessee Associated Press Broadcasters Association	1st Place	Best Reporting, Tri-Cities Market	Erica Estep
2004	Tennessee Associated Press Broadcasters Association	1st Place	Best Photography, Tri-Cities Market	John Bray
2004	Tennessee Associated Press Broadcasters Association	1st Place	Best Producing, Tri-Cities Market	Shira Hartsook
2004	Virginia Associated Press	Meritorious (2nd Place)	Best Feature	"Big Tom's Farm" - Tim Cable
2004	Virginia Associated Press	Meritorious (2nd Place)	Best Editorial	Bob Lewis
2004	Virginia Associated Press	1st Place	Best All Around Sports Coverage (in entire state)	Station Sports Team

<u>Date</u>	<u>Organization</u>	<u>Award</u>	<u>Category</u>	<u>Entrant</u>
2004	Tennessee Hospital Association	Community Service Award for Television	--	Josh Smith and NewsChannel 11 for coverage and in-depth interviews on health and wellness issues
2004	Tennessee Department of Transportation	Lifesaver Certificate of Achievement	"In recognition of his commitment to Highway Safety in the State of Tennessee"	Josh Smith, NewsChannel 11
2004	Virginia Press Association	1st Place	Convergence Award	"Thanksgiving at Pilgrim's Knob," Tim Cable, WJHL and Joe Tennis, Bristol Herald Courier
2004	Virginia Press Association	2nd Place	Convergence Award	School Nutrition Package

**EXAMPLES OF WJHL-TV COMMUNITY OUTREACH INITIATIVES
CONDUCTED IN COOPERATION WITH THE BRISTOL HERALD COURIER**

- 2006
- Hands On! Regional Children's Museum
 - Barter Theatre
 - Food City Family Race Night, Bristol
 - American Heart Association
 - March of Dimes
 - 10th Annual State Line Classic
 - FISH Philosophy Leadership training
 - Cole Brothers Circus
- 2005
- Hands On! Regional Children's Museum
 - Barter Theatre
 - Rhythm and Roots
 - Food City Family Race Night, Bristol
- 2004
- Hands On! Regional Children's Museum
 - Speedway Children's Charities Golf Tournament
 - American Cancer Society Relay for Life
 - 8th Annual State Line Classic (regional college softball and baseball tournament in Bristol)
 - Paramount Center for the Arts ("Lou Rawls Sings Sinatra;" "Suds" musical; Blue Highway and Mountain Heart Concert)
 - Friends of the Sullivan County Sheriff's Department
 - Bristol Rhythm and Roots Reunion
 - Food City Family Race Night, Bristol
 - Barter Theatre
- 2003
- Hands On! Regional Children's Museum
 - 7th Annual State Line Classic
 - Officer of the Month/Officer of the Year
 - American Cancer Society Relay for Life
 - Marketplace - Tri-Cities Business Expo
 - Bristol Rhythm and Roots Reunion
 - Food City Family Race Night, Bristol
 - "Hometown Stars" exhibit at the William King Regional Arts Center
 - Paramount Center for the Arts (The Coasters, The Platters and The Drifters Concert; "Copacabana")
 - Barter Theatre
 - AAA East TN Tri-Cities Travel Show
 - Operation S.O.S - Support Our Soldiers Campaign.

Myrtle Beach - Florence, South Carolina

In the Myrtle Beach-Florence, South Carolina DMA, Media General, through its subsidiaries, owns television station WBTW(TV), which is licensed to Florence, South Carolina, and *The (Florence) Morning News*, which is published in Florence. Media General also operates a joint website for WBTW(TV) and the *Morning News* at www.scnow.com. This converged website became operational on April 11, 2006. Before then, the newspaper and the television station operated separate websites that included significant joint content and linked to each other. Media General acquired WBTW(TV) in the spring of 2000, and the *Morning News* on August 1, 2000.

Facilities and Locations. The Myrtle Beach-Florence market consists of two distinct population centers in Florence and in Myrtle Beach; they are separated by approximately sixty miles. Until very recently, Florence had been the main population center for the market; indeed, until 2004, the DMA was known as the Florence-Myrtle Beach DMA. In the past few years, however, the DMA has experienced a significant shift in population fueled by growth in Myrtle Beach and the surrounding coastal areas of Horry County. Between 1980 and 2000, the population of

Horry County grew by almost ninety-five percent, while the population of Florence County grew by fourteen percent.

Since convergence began in 2000, both WBTW(TV) and the *Morning News* have been able to respond better to this shift in population through their ability to draw on each other's resources. To fully serve its DMA, WBTW(TV), in addition to its headquarters in Florence, has long operated a studio in Myrtle Beach. WBTW(TV)'s continued ability to rely on the resources of the *Morning News* in Florence, including its extensive newsgathering operations and archives, has allowed WBTW(TV) gradually to expand its own resources and coverage eastward in the direction of the rapidly-growing Myrtle Beach area. While WBTW(TV)'s coverage of news in Florence remains as strong as ever, WBTW(TV)'s deployment of increased resources in the Myrtle Beach area has ensured its improved coverage of that fast growing part of the DMA. WBTW(TV)'s expansion of its coverage of the Myrtle Beach area has even allowed the *Morning News* to more easily cover major events arising in the area that affect the newspaper's Florence-based readers.

Unquestionably, WBTW(TV) and the *Morning News*, working together, have been able to cover more news events throughout the DMA than either would have been able to do alone. At the same time, each outlet has maintained

control over its own approaches to coverage of its communities and infused the unique perspectives of its own staffs into the news it delivers.

In addition to its "headquarters" Florence studios, WBTW(TV) maintains a studio in the *Morning News's* offices in Florence, which WBTW(TV) staffs with both a television reporter and videographer. A microwave link currently connects WBTW(TV)'s Florence studio and the offices of the *Morning News*. The installation of a more permanent connection is scheduled within the next year. To ensure complete coverage of its DMA, including the two North Carolina counties included in the market, WBTW(TV) also operates a news bureau in Lumberton, North Carolina.

WBTW(TV) and the *Morning News* have not shared any employees since convergence began, with the exception of a "convergence intern." This intern is employed as part of a company-wide initiative to give recent graduates an immersive experience in multiple platforms. Each outlet maintains a separate and independent editorial staff, and the editorial decisions of each are entirely independent.

Staff from the *Morning News* and WBTW(TV) do participate in weekly in-person meetings to discuss longer-term initiatives for covering the community and improving service. To ensure maximized coverage of daily news events

in the DMA, the outlets also share their news budgets via an internal website that allows editors to view which reporters are available to cover developing news events.

Convergence has not resulted in a reduction in the station's news staff. In August 2000, when Media General acquired the *Morning News* and commenced convergence efforts in the Myrtle Beach-Florence market, WBTW(TV) had a news department of 36 individuals. As of the end of 2005, Media General had added an additional employee to the department, bringing the total to 37, while overall employment at the station had decreased slightly.

Since convergence began in the DMA, WBTW(TV) and the *Morning News* have increased the quantity, quality, and depth of their severe weather, news, public affairs, political, and sports programming. Every week, WBTW(TV) broadcasts approximately 19-1/2 hours of local weekday news, and at least an additional one hour of local weekend news. (The schedule of WBTW(TV)'s current local news programming is set forth at Tab 1.) Since 2003, WBTW(TV) has produced and broadcast a weekly prime time public affairs program entitled "Count on Health," which currently airs on Saturdays at 7:30 p.m. Every weekday, WBTW(TV) also produces four internet-exclusive news webcasts of approximately three to four minutes in duration, which are

posted to scnow.com shortly before or after WBTW(TV)'s on-air newscasts. Separate weather webcasts of a shorter duration are also posted four times each day, and sports webcasts are posted twice a day.

Severe Weather Coverage. Because of the location of the Myrtle Beach-Florence DMA in the coastal and low-lying areas of South Carolina, coverage of weather events and emergencies, particularly hurricanes, is of extraordinary importance to residents. The close cooperation between WBTW(TV) and the *Morning News* has enabled both outlets to deliver this coverage in a manner that would have been impossible if they had approached the stories independently.

Each year, WBTW(TV) and the *Morning News* collaborate on the production and distribution of a hurricane guide, which provides residents with critical information on how to survive severe storms, including evacuation routes and detailed safety information. Copies of this guide are delivered to residents of the Florence area as inserts in copies of the *Morning News* twice a year during hurricane season. Copies of the guide are also available for free at the Myrtle Beach studio of WBTW(TV) and at certain other locations in Myrtle Beach and the DMA. Scnow.com provides electronic copies of the guides. WBTW(TV) promotes the

availability of these guides on-air and provides additional detailed hurricane preparedness information in its newscasts.

Whenever a major storm threatens to strike the DMA, WBTW(TV) and the *Morning News* work closely together to ensure that they are able to assign reporters and photographers to provide full coverage of the emergency in all parts of the broad DMA. In the event an emergency renders use of WBTW(TV)'s regular facilities impossible, the station has established a "fallback" location at the *Morning News's* offices in Florence from which it would be able to provide a full broadcast schedule. Media General has also supplied WBTW(TV) and all of its television stations in coastal areas with equipment that allows them to provide streaming video coverage via their websites in the event of a major storm threat. This provides not only an added measure of redundancy to ensure that critical information is available to the public in the event that severe weather forces the station off the air, but it also allows individuals outside the station's viewing area, including residents who may have evacuated in preparation for the storm -- or residents' loved ones and relatives scattered around the country -- to remain apprised of the situation. Attached at Tab 2 is a more detailed

description of WBTW(TV)'s hurricane coverage during the 2004 hurricane season, which was particularly severe in the Myrtle Beach-Florence area. As this tab makes clear, WBTW(TV) has been able to provide unparalleled on-air storm coverage, which is significantly enhanced by the station's access to the resources of the *Morning News*.

The *Morning News* has extensive historical archives, which date back to the paper's establishment in 1922. WBTW(TV) has relied on these archives repeatedly in its weather and other reporting. For example, in September of 2004, WBTW(TV) utilized the archives to produce and broadcast an in-depth report ("Storms of the Century"), which highlighted significant storms and marked the fiftieth anniversary of Hurricane Hazel and the fifteenth anniversary of Hurricane Hugo, which had devastated parts of the DMA. This special report, which examined the effects of both storms and their impacts on the community, was broadcast on WBTW(TV) during a special 5:30 p.m. newscast on September 14, 2005. During that same week, the *Morning News* separately produced and published a series of related articles.

Other Special and Investigative Reports. Access to the archives of the *Morning News* has been crucial to other special or investigative reports that WBTW(TV) has aired.

The *Morning News's* archival information made possible WBTW(TV)'s 2004 report on the half-century anniversary of the United States Supreme Court's decision in *Brown v. Board of Education*. With the *Morning News's* archival information, WBTW(TV) examined and presented contemporary accounts of the local impact of the decision. The *Morning News* independently prepared a complementary print series on the historical and continuing importance of the decision.

With access to the *Morning News* reporters and resources, WBTW(TV) has been able to provide greater depth to other types of special reports and to expand its coverage of major events and issues in the DMA. Over the past few years, for example, the outlets have worked together to provide ongoing coverage of the proposed development of Interstate 73, which will run, with some interruptions, from Michigan to the South Carolina Coast near Myrtle Beach. In spring 2004, WBTW(TV) and *Morning News* reporters together traveled to Washington, D.C. to report on lobbying efforts to increase funding for this project. These reporters were able to contact more different sources and present a more wide-ranging and complete report from Washington than would have been possible if they acted alone. In 2004 and 2005, WBTW(TV) and the *Morning News*, in conjunction with the local public

television station, held a total of three town hall meetings on the proposed interstate. WBTW(TV) provided on-air coverage of these meetings, which were held at Frances Marion University and Coastal Carolina University, through two hour-long special weekday broadcasts from 5:00 to 6:00 p.m. These specials included news segments on the interstate and panel discussions.

In May 2006, when officials from the South Carolina Department of Transportation announced their proposed route for the interstate, WBTW(TV) provided extensive live coverage. Snow.com also provided live streaming video coverage of the complete announcement.

The combined newsgathering resources of WBTW(TV) and the *Morning News* have helped the outlets bring to light information that may otherwise never have been uncovered. After a police stop in Dillon, South Carolina, officers were accused of using racially offensive language. Through their combined and persistent efforts at contacting public officials, WBTW(TV) and the *Morning News* were able to obtain the release of a videotape of the incident, which was subsequently broadcast on WBTW(TV).

Breaking and Daily News Reports. On an ongoing basis, the *Morning News* staff has provided WBTW(TV) reporters with "tips" that have led to news stories broadcast on WBTW(TV).

In 2004, for example, a *Morning News* reporter first informed WBTW(TV) of the death of a Bennettsville, South Carolina soldier in Iraq, a story that WBTW(TV) then included in an on-air newscast. Similarly, a *Morning News* reporter first informed WBTW(TV) of the closure of a hosiery plant in Darlington. Such "tips" have allowed WBTW(TV) to provide information regarding these events to viewers before the publication of the next day's edition of the *Morning News*. Numerous additional examples of such "tips" provided by the *Morning News* are set forth in Tab 3.

WBTW(TV) and *Morning News* reporters have worked together to provide other daily news stories and community service that have been improved, or made possible in the first instance, by convergence. Shortly after Hurricane Katrina devastated the Gulf Coast, for example, a WBTW(TV) reporter worked with a local church in South Carolina to collect supplies to help those affected by the storm. This reporter then traveled to Mississippi to deliver the collected supplies. He provided on-air reports during this trip, and also wrote print articles that appeared in the *Morning News*. (This was in addition to an extended live community service broadcast, as detailed on page 14.)

In an event much closer to home, in 2003 a Blackhawk helicopter crashed along a relatively isolated portion of

Interstate 95 in the DMA. A *Morning News* reporter and a WBTW(TV) reporter traveled to the scene and, through their combined efforts, were able to conduct more interviews and gather more information about the crash than either would have been able to alone. Each reporter then prepared separate stories on the incident for broadcast on WBTW(TV) and for publication in the *Morning News*.

Recurring News Features and Series. WBTW(TV) and the *Morning News* have also collaborated on a number of recurring features and series that, because of convergence, are more informative and achieve wider distribution throughout the DMA. As noted above, WBTW(TV) in 2003 introduced the public affairs program "Count on Health," which addresses health and medical issues in the DMA. The weekly production and distribution of this feature now involves WBTW(TV), the *Morning News*, and www.scnow.com. Staff from all three outlets collaborate on research and planning for the stories. WBTW(TV) airs a half-hour program every Saturday night at 7:30 p.m., which frequently includes interviews with the *Morning News's* health reporter. Every Tuesday morning, the *Morning News* includes a health section which touches on and expands upon a number of issues addressed during the broadcast segments. WBTW(TV)'s health reporter also produces a column that the

newspaper publishes as part of the newspaper's weekly health section. Finally, stories from the *Morning News*, video clips from WBTW(TV), and additional supplemental health information are posted at www.scnow.com.

WBTW(TV) and the *Morning News* also recently began collaboration on a recurring feature entitled "Future Focus," which addresses issues arising from the explosive population growth in the DMA, and particularly in Horry County. Each Thursday night as part of its 6:00 p.m. newscast, WBTW(TV) broadcasts a segment that discusses growth-related issues, such as road construction, the availability of housing, and strains on the area's environment. Related stories focusing on the Florence area appear in the *Morning News* and are posted in a special section of the scnow.com website.

As part of the "Future Focus" initiative, WBTW(TV) solicits the involvement of community members. In the fall of 2005, the station assembled a panel of community leaders who meet periodically at the Myrtle Beach Chamber of Commerce to discuss growth-related stories and issues they believe are important to the community. Members of this panel also participate in interviews which are included in the station's on-air "Future Focus" segments. WBTW(TV) shares the information gathered in the meetings with the

Morning News, which has developed and published a number of related stories as a result.

Political Coverage. During elections and other political events in the DMA, WBTW(TV) and the *Morning News* join forces to provide enhanced coverage that benefits the station's viewers and newspaper's readers. The outlets both participate in a program called "Voice of the Voter," which encourages viewers and readers to submit questions that reporters can then ask of candidates. On the Sunday of Labor Day weekend, the *Morning News* typically publishes a list of four or five key issues in an upcoming race and encourages readers to respond by mail or e-mail with questions related to these or other issues. WBTW(TV) also encourages submission of questions through on-air mentions. Reporters from WBTW(TV) and the *Morning News* use these reader-submitted questions and responses to formulate questions that they ask of candidates during interviews. WBTW(TV) then reports portions of candidate responses on-air, and the *Morning News* and scnow.com provide those responses in more detail. The outlets participated in this initiative in connection with the race to fill South Carolina's United States Senate seat in 2004; they are in the process of collecting questions to ask candidates in the 2006 race for Governor of South Carolina.

WBTW(TV)'s coverage on election nights has also benefited from convergence. By utilizing the resources of both outlets, WBTW(TV) and the *Morning News* can send reporters to more precincts to report on events and convey up-to-the-minute results than either outlet could do alone. In elections in November 2002 and 2004, this division of reporting duties enabled the outlets to send at least one reporter to cover every county seat in the DMA. The three outlets established a special election night central desk in Florence to which all reporters sent back results and other information as it became available. As these reports arrived, WBTW(TV) provided real-time results on-air through bottom of the screen crawls and frequent cut-ins. Up-to-the-minute results were also posted to the scnow.com website. WBTW(TV) provided a complete rundown of results in its 11:00 p.m. newscast. Through the combined efforts of all three outlets, each has been able to deliver more results more quickly. For the *Morning News*, the speed afforded by convergence is particularly important in ensuring that as many results and stories as possible are received in time for publication in the next day's newspaper.

WBTW(TV), the *Morning News*, and scnow.com have also worked together to present debates in a number of important

ances. In April and October of 2002, WBTW(TV), the *Morning News*, and Francis Marion University's Young Republicans worked together to present debates among candidates in the Republican gubernatorial primary; the outlets then provided another debate prior to the general election for South Carolina's governor. Before each debate, the outlets encouraged readers and viewers to submit questions that the reporters could then ask of the candidates. The April 2002 debate for the Republican primary was the first televised debate during that campaign, as well as the first debate to involve all seven candidates in the primary. WBTW(TV) broadcast both the April and October debates live.

The outlets are also preparing to present a debate in the upcoming 2006 South Carolina gubernatorial election. WBTW(TV), in cooperation with Media General's other co-owned South Carolina television stations, has received candidates' commitments for the debate and is working to finalize plans. These plans include having a *Morning News* reporter on the debate panel, as well as once again soliciting reader and viewer questions prior to the debate. Scnow.com intends to provide live web streaming of the debate.

Local Sports and Local Lifestyle Coverage. One of the outlets' most popular convergence efforts has been

developed by their sports departments. Working together, WBTW(TV), the *Morning News*, and www.scnw.com have been able to deliver much more comprehensive and in-depth information regarding high school football in the DMA than any outlet could have done acting alone. Every Friday night during the high school football season, WBTW(TV) devotes at least 20 to 25 minutes of its late night newscast to a special program entitled "The Blitz." This program delivers scores, highlights, and stories from that night's high school football games throughout the DMA. Each week, WBTW(TV) and the *Morning News* assign their reporters to cover various games throughout the DMA. All reporters send scores and game reports back to WBTW(TV)'s studios for inclusion in "The Blitz."

"The Blitz" presents scores from 50 to 60 games through on-air reports and a continually updated graphics ticker that runs on screen during the show. In addition to the scores and game reports, the station presents video highlights from approximately 15 games each week. Scores and stories reported back from both WBTW(TV) and *Morning News* reporters are continuously posted to the scnw.com website. In many instances, scnw.com's production coordinator remains at work until 1:00 a.m. or later to ensure that all scores and stories are posted that evening.

By working together, WBTW(TV) and the *Morning News* are able to maximize the number of local games that receive carriage.

Throughout the season, the scnow.com website also offers detailed statistics and research data provided by the *Morning News's* sports department. This fall, scnow.com began offering a service that will deliver halftime and final scores of selected games via text messaging to the cell phones of individuals who sign up for the service.

Staff at the three Media General outlets also work together at the beginning of each season to produce a Prep Football Preview publication. This publication, which is included as an insert with copies of the *Morning News*, provides information from both WBTW(TV) and *Morning News* reporters.

In addition to their expanded high school football coverage, the outlets have been able, by combining their resources, to cover a number of other sports stories that neither could have covered in such a comprehensive manner on its own. For example, in August 2006, the Pro Football Hall of Fame inducted Harry Carson, a former New York Giants linebacker who was born in Florence, South Carolina and played college football at South Carolina State University. A reporter from the *Morning News* and

WBTW(TV)'s sports director together traveled to the induction ceremony in Canton, Ohio to report on this event and cover different aspects of the story. While in Canton, WBTW(TV)'s sports director provided nightly live on-air reports broadcast on WBTW(TV). The *Morning News* reporter prepared articles for publication in the *Morning News* and hosted a blog on scnow.com describing the experience in Canton.

WBTW(TV) and the *Morning News* have also worked together to provide expanded coverage of NASCAR events, and in particular the impact that changes in that sport are having on the Darlington Motor Speedway, just outside of Florence. In August 2003, WBTW(TV) produced and broadcast a story on the final running of the "Southern 500" Labor Day weekend race at the track. The story discussed not only the race itself, but also the much larger story of how the Carolinas were losing NASCAR races to other parts of the country, and the effect this was having on the local economy. WBTW(TV), working with the *Morning News's* reporters and archives, was able to bring an otherwise unachievable level of depth and historical perspective to this story. The *Morning News* independently produced related stories on the history and future of the Darlington Speedway.

In May 2005, WBTW(TV) extended its early evening news to 5:30 - 6:00 p.m. to broadcast an additional 30-minute special report on the history and future of the Darlington track. In developing this broadcast, WBTW(TV) again took advantage of the in-depth knowledge and expertise of *Morning News* reporters and included on-air interviews with a number of these reporters.

In February 2005, WBTW(TV) and the *Morning News* began an initiative that brings the benefits of convergence to the outlets' local lifestyle and entertainment coverage. Veteran WBTW(TV) reporter Cecil Chandler now hosts a series of weekly segments entitled "Cooking with Cecil." In each of these segments, which WBTW(TV) broadcasts during its newscasts on Wednesdays at 5:00 p.m. and Thursdays at 6:30 a.m., Mr. Chandler travels to the home of an area resident to prepare a recipe that the resident submitted via scnow.com. All recipes featured on the show are posted online at scnow.com and are included in print editions of the *Morning News*. [Scnow.com](http://scnow.com) also features video clips of the on-air "Cooking with Cecil" segments. Each quarter, the *Morning News* compiles all of the recipes featured on the show during that period and distributes them as an insert with the newspaper. At the end of 2005, WBTW(TV), the *Morning News*, and scnow.com also worked together to produce

a cookbook featuring all of the recipes covered during the year. The outlets sold this cookbook on-line at *scnow.com* and.

Awards and Recognition. Over the past few years, the improved news, political, and sports coverage that convergence has brought to WBTW(TV) and the *Morning News* has been recognized by numerous professional journalism organizations. As detailed in attached Tab 4, both WBTW(TV) and the *Morning News* have been the recipients of a number of professional journalism awards since 2000.

Community Service and Involvement. As shown in Tab 5, convergence has also allowed WBTW(TV), the *Morning News*, and *scnow.com* to improve their ability to serve local community groups and charity organizations. In the wake of Hurricane Katrina in 2005, for example, the outlets partnered with the American Red Cross and the Myrtle Beach Chamber of Commerce to collect donations for the victims of that storm. As part of this effort, WBTW(TV) broadcast a live telethon from 4:00 p.m. to 11:30 p.m., preempting all of the station's regularly scheduled local and syndicated programming, as well as all of its commercial time during network prime time programming.

This telethon included broadcasts from locations set up in the *Morning News's* newsroom in Florence and the

Myrtle Beach Chamber of Commerce. The broadcast encouraged viewers to contribute donations via telephone and on-line. By reconfiguring its existing e-commerce functions, scnow.com was able to collect on-line donations and forward them directly to the Red Cross. Working together, the outlets were able to raise more than \$200,000 for the Red Cross.

WBTW(TV) LOCAL NEWS PROGRAMMING SCHEDULE

WBTW(TV) currently provides the following local news programming, in addition to CBS Network programming:

News 13 First Morning: 5:30 a.m. - 6:00 a.m.
(Monday - Friday)

News 13 This Morning: 6:00 a.m. - 7:00 a.m.
(Monday - Friday)

News 13 This Morning @ 7*: 7:00 a.m. - 8:00 a.m.
(Monday - Friday)

* Between 7:00 a.m. and 9:00 a.m. WBTW(TV) shares programming time with the CBS network. Between 7:00 a.m. and 8:00 a.m., 42 minutes of programming time is allocated to WBTW(TV).

Early Show*: 8:00 a.m. - 9:00 a.m.
(Monday - Friday)

* Between 7:00 a.m. and 9:00 a.m. WBTW(TV) shares programming time with the CBS network. Between 8:00 a.m. and 9:00 a.m., seven minutes of programming time is allocated to WBTW(TV).

News 13 @ Noon: 12:00 p.m. - 12:30 p.m.
(Monday - Friday)

News 13 @ 5: 5:00 p.m. - 5:30 p.m.
(Monday - Friday)

News 13 @ 6: 6:00 p.m. - 6:30 p.m.
(All days)

News 13 @ 11: 11:00 p.m. - 11:35 p.m.
(Monday - Friday)

News 13 @ 11: 11:00 p.m. - 11:30 p.m.
(Saturday and Sunday)

WBTW(TV) also broadcasts a half-hour health-related weekly public affairs program called "Count on Health" on Saturday evenings at 7:30 p.m.

WBTW(TV) 2004 Hurricane Coverage

Alex: 8/1-8/3/04 (landfall in North Carolina)
WBTW(TV) provided hourly live weather updates on Sunday, August 1. In addition, WBTW(TV) had live shots from the beach warning swimmers of the high rip current risk. To the best of WBTW(TV)'s knowledge, WPDE(TV) did not do anything outside of its regularly scheduled newscasts.

Bonnie: 8/12-8/13/04 (Tropical storm)
Both WBTW(TV) and WPDE(TV) did weather cut-ins throughout the day. When tornadoes began threatening the Pee Dee area, WBTW(TV) went with "wall-to-wall coverage," carrying news on the storm without interruption by entertainment programming or advertising. WPDE(TV) had its meteorologist cut into programming with tornado warning information.

Charley: 8/13-8/15/04 (landfall in South Carolina)
WBTW(TV) was first to report on the potential for an evacuation order. WBTW(TV) carried the governor's evacuation order live on-the-air. WBTW(TV) continued to do hourly cut-ins through the evening with live shots from the highway lane reversal areas and information on evacuation shelters. WBTW(TV) was first to put emergency information on the air in Spanish. WPDE(TV) did the same thing about an hour after WBTW(TV) did so. WBTW(TV) went on the air in continuous coverage for two hours prior to WPDE(TV). WBTW(TV) stayed on the air longer when the storm began to threaten the Pee Dee area. WPDE(TV) scaled back once the damage was over in the Myrtle Beach area.

Frances: 9/7-9//048 (Tropical storm)
WBTW(TV) was much more aggressive in covering this storm reporting on the tornado warnings and damage. WPDE(TV) did very little by comparison.

Gaston: 8/28-8/29/04 (Tropical storm)
The quality of WBTW(TV)'s content and scope of its coverage stood out for this storm, which was not just an "along the ocean" event. The station's commitment to regional coverage paid off. WBTW(TV) brought Horry County viewers accurate and immediate reports from a variety of perspectives along the coast. WBTW(TV) covered the flooding, damage, power outages, and tornadoes. WBTW(TV)'s competitors did very little to cover the effect on communities in the Pee Dee area and North Carolina. The Weather Channel counted on WBTW(TV) for live shots from

Myrtle Beach. In exchange, WBTW(TV) received custom live shots from Pawleys Island with the Weather Channel's meteorologist.

Ivan: 9/17-9/18/04 (Tropical storm)

Severe thunderstorms hit the Pee Dee. Again, WBTW(TV) more aggressively covered the storm, breaking into programming with warnings.

Jeanne: 9/27-9/29/04 (Tropical storm)

The DMA had flooding, many tornadoes, and severe thunderstorms. WBTW(TV) went with wall-to-wall coverage as the tornadoes kept popping up. To the best of WBTW(TV)'s knowledge, WPDE(TV) just did weather cut-ins. WBTW(TV) had live reports from throughout our coverage area on damage. WPDE(TV), with only one crew working in the Pee Dee, had difficulty capturing the scope of the damage. When it became apparent that there was a lot of damage in the area, only WBTW(TV) ran a 5pm newscast covering it. WBTW(TV) was also the only source of information on school closings, flooding, and power outages until WPDE(TV) aired its 6pm news. WBTW(TV) extended its 6pm news and eliminated sports to cover more of what was happening.

REPRESENTATIVE "TIPS" RECEIVED BY WBTW(TV)
FROM THE MORNING NEWS

March 16, 2004	-- DHEC rejects job farm permit for Darlington County resident
April 1, 2004	-- Florence neurologist closes practice, stranding patients
April 12, 2004	-- Rep. Jim Clyburn provides comments on I-73 funding
April 22, 2004	-- Fire Chief McColl is resigning
May 1, 2004	-- Sara Lee hosiery plant in Darlington is closing
June 15, 2004	-- Opening argument in Manning, SC school funding dispute takes place
July 12, 2004	-- Body is discovered on Cherokee Road in Florence
September 22, 2004	-- Update provided on hearing on methadone clinic in Columbia
October 29, 2004	-- Bennettsville, SC soldier dies in Iraq
November 8, 2004	-- Local NAACP leader dies
March 18, 2005	-- Jefferies Creek Clean-Up

March 19, 2005	-- Military Base Closing Impact
May 16, 2005	-- Darlington Racetrack Economic Impact
July 8, 2005	-- Lake City Police Chief Fired
August 4, 2005	-- Lake City Police Chief Arrested
August 18, 2005	-- Hanna Brothers Murder Charges Dropped
October 3, 2005	-- Webb Pleads Guilty
October 7, 2005	-- Florence Property Tax Hike
November 3, 2005	-- Truck Driver Additional Charges
November 7, 2005	-- Maytag Layoffs
November 9, 2005	-- Dillon County Body Found
December 3, 2005	-- Darlington Murder Arrests
December 7, 2005	-- New Jobs Coming to Florence
December 22, 2005	-- Police Taser Incident
January 2, 2006	-- First Baby of '06 Born in Florence
January 9, 2006	-- Florence Little Theatre Building Plans
January 10, 2006	-- Lake City Police Chief Resigns
January 37, 2006	-- Latta Audit

February 2, 2006	-- Dillon Soldier Death
February 16, 2006	-- Marion School Hearing
February 17, 2006	-- Inland Port Plan
March 1, 2006	-- Florence Mall Expansion
March 6, 2006	-- Marlboro County Bond Vote
April 12, 2006	-- Ed Robinson Cleared
April 13, 2006	-- Florence Layoffs
April 26, 2006	-- Dr. Fred Carter - C. of Charleston Job
May 4, 2006	-- Lake City Murder Arrest
July 5, 2006	-- Darlington County Tattoo Parlor to Open
July 31, 2005	-- Bennettsville Plant Closing
August 6, 2006	-- Hanna Brothers Federal charges
August 18, 2006	-- Brown Sentencing
August 23, 2006	-- Darlington Schools Open

WBTW(TV) Journalism Awards 2003-2005

<u>Date</u>	<u>Organization</u>	<u>Award</u>	<u>Category</u>	<u>Entrant</u>
2005	South Carolina Associated Press	1st Place	Series Reporting	"Infertility: A County on Health Special Report."
2005	South Carolina Associated Press	2nd Place	Health Reporting	"Infertility: A County on Health Special Report."
2004	South Carolina Associated Press	2nd Place	Television News Documentary Reporting	"Southern 500: Past, Present & Future" -- WBTW Staff
2004	South Carolina Broadcasters Association	STAR Award	Television Local Programming	"Southern 500: Past, Present & Future" - WBTW Staff
2004	South Carolina Firefighters Association Award	1st Place	News Reporting	"Getting Out Alive" - Bob Juback
2004	National Motor Sports Press Association	1st Place	Television Reporting	"Southern 500: Past, Present & Future" - WBTW Staff
2004	South Carolina Medical Association Award	1st Place	Health Reporting	"Childhood Obesity" - Nicole Boone
2003	South Carolina Associated Press	2nd Place	Sports Reporting	Brian Levitan
2003	South Carolina Associated Press	3rd Place	Spot News Reporting	"Police Officer Shot" -- WBTW Staff

Florence Morning News Journalism Awards 2004-2005

<u>Date</u>	<u>Organization</u>	<u>Award</u>	<u>Category</u>	<u>Individual Recipient</u>
2005	South Carolina Press Association	3rd Place	General Excellence	N/A
2005	South Carolina Press Association	1st Place	Lifestyle Feature Writing	Traci Bridges
2005	South Carolina Press Association	1st Place	Short Feature Story	Dwight Dana
2005	South Carolina Press Association	3rd Place	Series of Feature Articles	Traci Bridges, Andy Cole and Bobby Tedder
2005	South Carolina Press Association	3rd Place	Sports Enterprise Reporting	Gabe Cornwall
2005	South Carolina Press Association	1st Place	General News Photo	John Russell
2005	South Carolina Press Association	3rd Place	Sports Action Photo	Heidi Heilbrunn
2005	South Carolina Press Association	2nd Place	Sports Feature Photo	Heidi Heilbrunn
2004	South Carolina Press Association	3rd Place	Education Reporting	Angela Crosland

EXAMPLES OF WBTW(TV) COMMUNITY OUTREACH INITIATIVES

2006

- UNCF Telethon
- The Wedding Showcase
- Carolina Forest Golf Tournament benefiting FFA scholarships
- Myrtle Beach Heart Ball
- Marshall's Marine Outdoor Sports Expo
- Pee Dee Kid's Jamboree
- CPR Saturday
- Girl Scout Women of Achievement
- LaBelle Amie Oldies Festival
- Designer Home and Outdoor Living Show
- Pee Dee Street Rodders Car Show Myrtle Beach
- Waccamaw Youth Center Benefit
- Brookgreen Gardens Spring Festival
- Arts Alive
- MB Job Expo
- Cadillac Invitational National Kidney Foundation CCSC
- Diamonds & Champagnes gala benefiting Friendship Medical Clinic
- Homegrown Festival benefiting Children's Miracle Network
- Art's Alive
- American Cancer Society Relays for Life - (all 14 of them in the market)
- Myrtle Beach Chamber Hurricane Awareness Conference
- Florence Sheriff's Golf Tourney
- Women's Day of Health Carolinas Hospital at Magnolia Mall
- American Red Cross Golf benefit
- McLeod Family Affair
- March of Dimes Walkamerica Horry
- Florence Sheriff's Fishing Tourney
- Sun Fun
- McLeod Childrens Miracle Network Telethon
- Myrtle Beach Pelicans July 4th Celebration
- Girl Scouts "Fore the Girls" Golf Tournament MB
- American Red Cross Golf Tournament
- Carolina Craftsmen Classic
- Kid's Safety Day MB
- Jazz and Blues Festival at LaBelle Amie Vineyard
- She Saturday benefiting Women's Center

2005

- UNCF Telethon
- The Wedding Showcase
- Carolina Forest Golf Tournament benefiting FFA scholarships
- Myrtle Beach Heart Ball
- Marshall's Marine Outdoor Sports Expo
- Myrtle Beach Job Expo
- CPR Saturday
- Designer Home and Outdoor Living Show
- Pee Dee Street Rodders Car Show Myrtle Beach benefiting Children's Hospital
- Cadillac Invitational National Kidney Foundation
- North Myrtle Beach Seafood & Sunshine Festival
- Art's Alive at Francis Marion University
- American Cancer Society Relays for Life (all 13 of them in the market)
- McLeod Family Affair
- March of Dimes Walkamerica
- Greek Easter Dinner benefiting "Fostering Hope" in Horry County
- May Fly
- Southern Plant & Flower Festival
- Downtown Dillon Festival
- Kingston Golf Classic in Conway benefiting Conway Hospital Foundation
- Women's Day of Health Carolinas Hospital at Magnolia Mall
- Sun Fun
- Florence Sheriff Bikes and Badges Poker Run benefitting Camp Pee Dee Pride
- McLeod Childrens Miracle Network Telethon
- Myrtle Beach Pelicans July 4th Celebration
- Girl Scouts "Fore the Girls" Golf Tournament Myrtle Beach
- American Red Cross Golf Tournament
- Carolina Craftsmen Classic
- Kid's Safety Day Myrtle Beach
- Jazz and Blues Festival at LaBelle Amie Vineyard
- Medieval Times Special Show benefiting Children's Hospital
- She Weekend benefiting Women's Center
- Toys for the Territory benefiting local children
- New Life Rescue Ministries Golf Tourney
- Merry Marketplace benefiting Junior League
- Myrtle Beach Souper Supper benefiting American Red Cross

2005 -- International Festival
 (cont.) -- Pee Dee Tour of Homes
 -- Myrtle Beach March of Dimes Ride -- Florence
 Business Expo
 -- American Heartwalk Florence
 -- American Heartwalk Myrtle Beach
 -- Lynches RiverFest Day on the River
 -- Carolina Beach Music Awards
 -- Treats for Kids benefiting Area Disadvantaged and
 Handicapped Children
 -- Pecan Festival

2004 -- Grand Strand Boat Show
 -- Carolina Forest Golf Tournament (to benefit FFA
 scholarships)
 -- Myrtle Beach Job Expo
 -- Surfside Rotary Club Run
 -- North Myrtle Beach Seafood & Sunshine Festival
 -- Pee Dee Street Rodders Car Show, Myrtle Beach
 -- March of Dimes WalkAmerica, Horry
 -- Sun Fun (participation in and coverage of Myrtle
 Beach's summer kick-off weekend)
 -- McLeod Children's Miracle Network Telethon
 (national telethon with local cut-ins)
 -- Southern Plant & Flower Festival
 -- Downtown Dillon Festival
 -- Kingston Golf Classic, Conway
 -- McLeod Family Affairs (health fair at local
 mall)
 -- Medieval Times Special Show (to benefit CMN)
 -- Horry County Red Cross Hurricane Expo
 -- Carolina Craftsmen's Festival
 -- Myrtle Beach Wedding Showcase
 -- Career Day at Coastal Carolina University
 -- Lions Club Toy Drive for Needy Children
 -- South Carolina Childcare Reform Initiative
 -- Les Miserables Charity Night (to benefit Horry
 County Shelter)
 -- Girl Scouts "For the Girls" Golf Tournament
 -- Pops in the Park (Long Bay Symphony)

2003

- March of Dimes WalkAmerica, Myrtle Beach
- Myrtle Beach Job Expo
- MacLeod Children's Miracle Network
- Carolina Craftmen's Festival
- Clyde Beatty Circus
- Treats for Special Kids (Halloween event for underprivileged children)
- Toys for the Territory
- Florence Business After Hours
- Myrtle Beach Wedding Showcase

**EXAMPLES OF WBTW(TV) COMMUNITY OUTREACH INITIATIVES CONDUCTED IN
COOPERATION WITH (FLORENCE) MORNING NEWS AND/OR SCNOW.COM**

- 2006
- Production and distribution of hurricane guides
 - Live, real time multi-platform coverage of hurricanes to increase the safety and availability of information to affected residents.
 - Voice of the Voter
 - Prep Football Preview publication, summarizing all the local high school football programs
 - The School Foundation 5th Annual Celebration Gala
 - American Cancer Society Relay for Life
 - 2006 Dodge Charge 500 in Darlington - presented a special section online dedicated to stories, video, multi-media, press conferences, maps, special Morning News publications and "On the Go" info including very useful traffic information.
 - Live, real time promotion of Red Cross/United Way fundraiser associated with 911 events
 - Email and Textcaster (mobile phone) public safety information, alerts and such, increasing the safety and knowledge of residents in our cover age area
- 2005
- Hurricane Katrina relief telethon in conjunction with American Red Cross
 - Production and distribution of hurricane guides
 - Voice of the Voter
 - Prep Football Preview publication, summarizing all the local high school football programs
 - 2005 Spring Bike week coverage in Myrtle Beach. *The Morning News* and WBTW(TV) teamed up with the Journalism School at the University of South Carolina to provide total coverage. WBTW(TV) and *Morning News* reporters along with University students came together to populate a website with daily stories, blogs, photos and more.

2004

- Voice of the Voter
- Prep Football publication, summarizing all the local high school football programs, in production and scheduled for distribution in August
- CPR Saturday
- American Cancer Society Relay for Life (all 18 such relays in the DMA)
- March of Dimes WalkAmerica, Florence
- May Fly (spring weekend air show)
- Women's Day of Health presented by Carolinas Hospital at Magnolia Mall
- Sheriffs' Poker Run and Chili Cook-off
- Redwolves Coastal Plain League All-Star Fan Fest
- March Mayhem (community and sports reporters speculate as to likely basketball winners)
- Marshall's Marine Outdoor Sports Expo
- Hurricane Tracking Chart (distribution of hurricane guides)
- South Carolina Governor's School for Science & Math

2003

- Cecil's World (slice-of-life features)
- Hurricane Tracking Chart
- CPR Saturday
- McLeod Saves Kids (child safety event)
- May Fly
- Pigskin Pick'Ums (community and sports reporters speculate as to likely football winners)
- March Mayhem

Columbus, Georgia

In the Columbus, Georgia DMA, Media General, through its subsidiaries, owns television station WRBL(TV), which is licensed to Columbus, Georgia, and the *Opelika-Auburn News*, which is published in Opelika, Alabama. WRBL(TV) and the *Opelika-Auburn News* operate separate websites, each of which offers a link to the other outlet's site. Media General acquired both WRBL(TV) and the *Opelika-Auburn News* in the spring of 2000. In 2004, Media General also introduced a new weekly newspaper, *The Corner*, to the DMA. *The Corner* is published in Auburn, Alabama, and is primarily an internet-focused publication designed to serve the Auburn University community. It is updated with significant new content daily on-line and offers a weekly print edition.

Locations Facilities, and Staff. Opelika and Auburn, which are adjacent communities in eastern Alabama, are located approximately thirty miles west of Columbus, Georgia. Opelika and Auburn are in the Central Time Zone; Columbus is in the Eastern Time Zone. WRBL(TV) and the *Opelika-Auburn News* are also separated by the Chattahoochee River, which serves as the Georgia-Alabama border.

Prior to convergence, WRBL(TV)'s focus had been on the eastern portion of the DMA, centered on Columbus and

Ft. Benning, Georgia and the surrounding Georgia counties. The *Opelika-Auburn News* had been primarily focused on the western portion of the DMA, specifically the Alabama counties surrounding Auburn and Opelika. Since convergence began, WRBL(TV) has been able to take advantage of the resources and connections of the *Opelika-Auburn News* to enhance its reporting of news and other events in the western portion of the DMA. Similarly, the *Opelika-Auburn News* has been able to take advantage of its relationship with WRBL(TV) to improve significantly its coverage of stories arising in the eastern portion of the DMA. Working together, the two outlets have not only increased the amount of news programming they provide but have added new depth and perspective to this programming.

To overcome the distance between their facilities, WRBL(TV) and the *Opelika-Auburn News* have become increasingly interconnected. The newspaper's facilities in Opelika and WRBL(TV)'s Columbus studios are currently connected via a T1 line. Within the next year, this link will be replaced with a fiber connection as part of the *Opelika-Auburn News's* construction of a new \$15 million facility in Opelika. In 2004, the *Opelika-Auburn News* acquired cameras with which its photographers can record both still photographs and video clips. These

photographers can then provide these images and clips to WRBL(TV) for editing and broadcast.

A WRBL(TV) reporter is permanently assigned to the station's Opelika bureau, which is housed in the *Opelika-Auburn News* building. From this facility, WRBL(TV), which does not operate a satellite truck, has the capability of transmitting live video for broadcast on WRBL(TV). Prior to convergence, it would have taken a WRBL(TV) reporter almost one hour to drive from Opelika to Columbus to provide video footage for broadcast. With this base, WRBL(TV) has been able to deliver improved coverage of breaking news and other events occurring in the western portion of its DMA. The *Opelika-Auburn News's* new \$15 million facility, which is scheduled to open at the end of next month, will include a full studio for WRBL(TV) with much greater functionality than the station's current base at the *Opelika-Auburn News*. To better serve all its viewers, WRBL(TV) recently completed construction of a new news set at its Columbus studio headquarters.

Since convergence began, WRBL(TV) and the *Opelika-Auburn News* have not shared any employees. The outlets' editorial staffs are entirely separate, and all editorial decisions are made independently. To ensure complete coverage of the entire DMA, the editors at each outlet do,

however, share their news budgets over a secure internal website. By having access to this information, the editors at both WRBL(TV) and the *Opelika-Auburn News* can ensure that reporters are assigned quickly and efficiently to cover news developments throughout the DMA.

Convergence has not resulted in staff reductions in WRBL(TV)'s news operations. Between the time convergence began in August 2000 and the end of 2005, Media General increased the size of the station's news department by three employees, from 28 to 31. This increase in the size of the television station's news department occurred despite a decrease in the overall number of employees at the station.

Local News Coverage. By working with the *Opelika-Auburn News*, WRBL(TV) has not only increased the amount of local news and other coverage it provides, but it has improved the quality of its news and informational programming and been able to increase its involvement in the communities it serves. Since 2000, WRBL(TV)'s local daily news programming has increased by one hour each weekday through the addition of a new local news program from 5:00 p.m. to 6:00 p.m. With this program, WRBL(TV) now broadcasts over 20 hours of local news programming each week, including local news cut-ins provided during CBS

network morning programming. (A detailed schedule of WRBL(TV)'s weekly news programming is attached as Tab 1). As demonstrated by the illustrative list of awards attached as Tab 2, the quality of WRBL(TV)'s local news has also been recognized by journalism organizations.

WRBL(TV) and the *Opelika-Auburn News* together have been able to deliver much more comprehensive and timely coverage of breaking news events than either outlet could have provided alone. (An illustrative list of news reports improved or made possible through convergence is attached at Tab 3). Frequently, reporters from the *Opelika-Auburn News* who become aware of a breaking news story will provide a "tip" regarding the event to WRBL(TV) reporters, who can deliver this news to residents of the DMA well in advance of the publication of the *Opelika-Auburn News* the next morning. In many cases, the *Opelika-Auburn News* will follow-up on WRBL(TV)'s on-air report with a print story in the next day's newspaper, and reporters from the two outlets often work together to report on continuing developments.

In March 2005, for example, an *Opelika-Auburn News* reporter provided WRBL(TV) with a "tip" regarding an explosion at a factory in Lanett, Alabama. WRBL(TV) was the first television station in the DMA to report this

story on-air, and the *Opelika-Auburn News* followed up on this report with an independently produced print story the next day. Similarly, in December 2004, the *Opelika-Auburn News* received a "tip" from police regarding a break-in at an area home. The *Opelika-Auburn News* relayed this "tip" to WRBL(TV), which again was the first television station in the DMA to broadcast this story. Two days later, when authorities apprehended suspects in the break-in, the *Opelika-Auburn News* relayed a "tip" on the arrest to WRBL(TV), which broadcast the story.

In February 2005, an *Opelika-Auburn News* reporter broke the story of the filing of a lawsuit alleging abuse of students at a local military academy. A WRBL(TV) reporter followed up on this story, gathering additional information and conducting interviews that the television station broadcast during news reports. WRBL(TV) and *Opelika-Auburn News* reporters collaborated on continuing coverage as the story developed.

Similarly, that same month, the *Opelika-Auburn News* provided WRBL(TV) with a "tip" regarding allegations that the dismissal of a number of Auburn University Athletic Department employees may have been racially motivated. A reporter for the *Opelika-Auburn News* was the only person in the market who was able to obtain an interview with the

individual who had leveled the allegations against the University. WRBL(TV) was able to broadcast this story during its newscast, including information gathered by the *Opelika-Auburn News* reporter during his interview. The *Opelika-Auburn News* reporter followed up with a story the next day providing additional details that could not be included in the on-air report. As this story, which was eventually reported in *Sports Illustrated* and *The New York Times*, developed, the outlets shared information to ensure that viewers and readers remained apprised of the latest developments.

In addition to exchanging "tips" regarding breaking news stories, reporters from WRBL(TV) and the *Opelika-Auburn News* collaborate on a large number of breaking stories, with reporters from each outlet bringing fresh information and a different perspective to the other's reporting. For example, in 2006, when news broke of a scandal involving the legitimacy of certain grades given to Auburn University football players, WRBL(TV) reporters conducted a number of interviews and provided information gathered during those interviews to *Opelika-Auburn News* reporters, who used this information to supplement their own stories regarding the incident. Second, on June 6, 2006, the same day on which Alabama was holding a primary

election to which both outlets were devoting significant resources, a wall collapsed on a worker at a job site. An *Opelika-Auburn News* reporter worked with staff from WRBL(TV) to investigate and conduct an interview that they recorded for broadcast on the television station. By working together, both outlets were able to quickly obtain information more effectively than either could have done alone. Third, in August 2004, the outlets also were able to provide more complete coverage of a federal court case held in Lee County, Alabama than either could have alone. During each day of the trial, which involved environmental issues affecting a large portion of the DMA, a WRBL(TV) reporter attended the trial's morning session, until she needed to leave to prepare a report for broadcast in that evening's news. The *Opelika-Auburn News* reporter attended the later portions of each day's proceedings. Together, these two reporters were able to provide complete and continuous coverage of the trial, resulting in improved reporting in both outlets.

The *Opelika-Auburn News's* extensive archives also have proven to be a rich source of information that has enabled WRBL(TV) to provide an otherwise unachievable level of depth in a number of its stories. In 2004, for example, the newspaper first provided a "tip" to WRBL(TV) regarding

a fatal shooting in Opelika, the second homicide in the city that week. As part of its report on this killing, WRBL(TV) used the archives to add context to the story by providing historical information on the number of murders in both that community and other Alabama communities. Without access to the *Opelika-Auburn News's* archives, WRBL(TV)'s staff could not have assembled this information in time for the broadcast.

WRBL(TV)'s and the *Opelika-Auburn News's* cooperation has extended to special reports and investigative reporting as well. In October 2005, a WRBL(TV) reporter spent approximately two weeks in Iraq, embedded with an Army division based out of Fort Benning, which is located in Columbus. This reporter delivered daily video reports for broadcast in WRBL(TV)'s newscasts. He also wrote daily diaries that were printed in the *Opelika-Auburn News* and hosted a blog accessible from the websites of both outlets. In the absence of convergence, this valuable information would not have been accessible to residents of the DMA in as many ways.

In the wake of the September 11, 2001 terrorist attacks, reporters from each outlet traveled together to New York City to report on local angles arising from the attacks. These reporters filed separate stories that

appeared on WRBL(TV) and in the *Opelika-Auburn News*.

Together, these reporters were able to obtain information and provide locally-focused coverage of this global event in ways that neither outlet acting alone could have done.

Convergence has also allowed the stations to improve their investigative reporting. Perhaps the best example is the outlets' 2003 series of reports entitled "State of Secrecy." For this series, WRBL(TV) and the *Opelika-Auburn News*, in consultation with the Alabama Council for Open Government, investigated the openness and accessibility of government records in many of the small towns and municipalities in the DMA. *Opelika-Auburn News* reporters investigated Alabama counties, while WRBL(TV) reporters focused on counties in Georgia. By combining their resources, the outlets were able to provide a comprehensive regional review, including a comparison of the policies followed in each state, that was very useful to residents of the DMA who frequently travel back and forth between the states, many on a daily basis. Although the outlets conducted research jointly, each one independently prepared pieces for broadcast and publication. WRBL(TV) broadcast two days of on-air stories as part of its newscasts, and the *Opelika-Auburn News* published a full five-day series of stories.

The outlets recently collaborated again on a series of stories investigating the effectiveness and coverage of "first responder" units in the DMA. The investigation examined how organizations allocate and cover 911 and emergency calls from residents in various areas throughout the market. Working together, reporters from WRBL(TV) and the *Opelika-Auburn News* discovered that with the rapid growth occurring in the DMA, in many cases viewers did not know which emergency "first responder" organizations covered the areas in which they lived. In some cases, even the first responders themselves did not clearly know the areas they were assigned to cover. The outlets again shared extensive information in the preparation of this series, which resulted in a special eight-page report published in the *Opelika-Auburn News* and a three-night series of special reports on WRBL(TV). Only through their combined resources were the outlets able to gather and report this critical information on such a wide-scale basis.

Elections and Political Events. In addition to improving news coverage, convergence allows WRBL(TV) and the *Opelika-Auburn News* to provide enhanced coverage of elections and other political events. In particular, with shared resources, the television station and the newspaper

can provide broader election night coverage of many more offices in a much more timely fashion. Most recently, on August 22, 2006, when WRBL(TV) was unable to send its own reporter to cover a local election in Auburn, Alabama, the television station was still able to report results by calling on an *Opelika-Auburn News* editor who was covering the election. During an Alabama primary election on June 6, 2006, the two outlets established a joint base of operations in the *Opelika-Auburn News's* newsroom. WRBL(TV) stationed one of its news anchors in the *Opelika-Auburn News* newsroom, who provided live on-air cut-ins and updated results throughout the evening and into the early hours of the morning as results became available. The *Opelika-Auburn News* assigned reporters to cover precincts within its circulation area; WRBL(TV) assigned its reporters to other nearby areas. In this manner, reporters from both outlets were able to gather results from throughout the Alabama portion of the DMA. The offices at issue in this election also included a number of judicial positions. Because of the *Opelika-Auburn News's* extensive and long-standing contacts with experts on Alabama issues, WRBL(TV) was able to conduct on-air interviews with an analyst steeped in knowledge of local Alabama judicial issues. As noted above, the converged resources of the two outlets

also allowed them both to cover an entirely different breaking news event involving a construction accident on the same day, a story that otherwise may have gone unreported if both outlets had not worked together to "cover all bases."

As they have done in 2006, the outlets, in 2004 and 2002, shared coverage of the precincts in the DMA to ensure timely and complete reporting of results. In October 2004, WRBL(TV) took advantage of information gathered by *Opelika-Auburn News* staff members who had attended a training seminar for poll workers held in Opelika. Although WRBL(TV) was unable to send its own reporter to this event, the *Opelika-Auburn News* staff provided video and other details about the seminar to WRBL(TV), which then included this information in a news report focused on measures to prevent voter fraud in upcoming elections.

WRBL(TV) on its own has also offered extensive coverage of elections and ballot initiatives. In the 2004 election year, for example, WRBL(TV) covered a number of important races in the Georgia counties included in the Columbus DMA, including races for Muscogee County Sheriff, Chattahoochee Circuit District Attorney, and Muscogee County Marshall, as well as a gay marriage ballot initiative. WRBL(TV) covered these campaigns and elections

comprehensively, providing profiles of several candidates and interviews and live segments gauging public opinion on the ballot initiative. The station also conducted web polls up through the day of the election. To help monitor the accuracy of candidate advertisements, WRBL(TV) reporters also conducted an "ad watch" feature during this and several other elections. WRBL(TV)'s political coverage has also benefited from its purchase, made possible in part through the resources of Media General's corporate parent, of access to the Associated Press's Electronic News Production System, which offers voluminous information on elections and other news events.

WRBL(TV) and the *Opelika-Auburn News* have also worked together, and independently, to host and present political forums and debates. On April 24, 2002, the outlets jointly hosted a "Political Forum," which brought residents of the DMA together to discuss political issues of particular concern to them. WRBL(TV) and the *Opelika-Auburn News* both provided coverage of this event and used the information gathered during the forum to help guide their editorial meetings with candidates. In July 2004, an *Opelika-Auburn News* editor attended a forum in Opelika in which citizens questioned candidates for the mayoral and city council races in that city. The *Opelika-Auburn News* editor

telephoned a report in to WRBL(TV), which the television station broadcast live during its evening newscast. In the upcoming 2006 elections, one of WRBL(TV)'s news anchors will serve as a moderator for a debate in the race for mayor of Columbus, Georgia. WRBL(TV) also will broadcast the debate for Governor of Georgia in October 2006.

Weather. Coverage of daily weather and of severe weather events also has been significantly improved through convergence. On a daily basis, WRBL(TV)'s meteorologist provides local information for inclusion in the *Opelika-Auburn News* weather page. Without WRBL(TV)'s contributions, the *Opelika-Auburn News* would be unable to include such in-depth locally-produced information. WRBL(TV) also provides weather-related content to the websites of both the television station and the newspaper, including forecasts and severe weather alerts that the websites offer via text messaging to the cell phones of users who subscribe to this service. The websites also offer a similar service that delivers breaking news alerts to subscribers' cell phones. This October, WRBL(TV) also plans to launch a twenty-four weather channel, including local content produced by the station, on one of its digital multicast channels.

Although the DMA is not located in a coastal area, hurricanes and other severe weather events can still significantly affect the area's residents. In September 2004, for example, Hurricane Ivan struck the area, causing significant damage. WRBL(TV) and the *Opelika-Auburn News* worked together to provide in-depth and comprehensive coverage of this storm. A WRBL(TV) reporter traveled to Lee County, Alabama to work with several *Opelika-Auburn News* reporters. During the storm and its immediate aftermath, these reporters traded "tips" and information regarding the areas in the DMA that first were in danger and then those that had received the most severe damage. The WRBL(TV) reporter visited the areas that the newspaper reporters helped identify and prepared several on-air reports both on the day the hurricane struck and during clean-up efforts in the following days. Without the resources of both the television station and the newspaper, neither outlet could have covered this event as comprehensively. During the hurricane season of 2005, no major hurricanes struck the Columbus DMA directly; however, WRBL(TV) and the *Opelika-Auburn News* pooled their resources this time sending staff from their websites to the Alabama Gulf Coast to report on the immense damage that area had

suffered. These reporters provided stories for both the *Opelika-Auburn News* and WRBL(TV) and their websites.

Sports. Coverage of local sports is very important to viewers in the Columbus DMA, particularly coverage of Auburn University's teams. Perhaps the most important annual sporting event to DMA residents is the annual Iron Bowl football game between Auburn and the University of Alabama. Since 2000, the station has broadcast the game live three times and preceded the broadcast with a three-hour locally produced special report on the teams, coaches, players and fans of both teams. In 2004, when the station did not carry the game itself, it nevertheless produced and broadcast a special feature on the Friday night before the game.

WRBL(TV)'s coverage of all Auburn University sports stories is greatly enhanced by the station's access to the *Opelika-Auburn News's* reporters in Auburn. Following the recent suspension of an Auburn football player, for example, an *Opelika-Auburn News* reporter attended an interview session and press conference to which WRBL(TV) was unable to send a reporter. The *Opelika-Auburn News* reporter provided information on the event to WRBL(TV) which was included in the station's newscast. Earlier this year, both WRBL(TV) and the *Opelika-Auburn News* provided

coverage of the Media Day presentation held by the Southeastern Conference, of which Auburn is a member, in Birmingham. Each outlet's website also posted the complete text of each coach's presentation.

In addition, through convergence, each outlet has been able to report on far more high school football stories and scores each week than it could have done alone. For WRBL(TV), this has meant it is able to cover more games occurring in the Alabama counties of the DMA than it could using only its own reporters. During its on-air coverage of local high school games in its Friday night newscasts, WRBL(TV) often includes live interviews with the *Opelika-Auburn News* sports editor who discusses games to which WRBL(TV) was unable to send a reporter. In like fashion, the *Opelika-Auburn News* now has access to scores, game reports, and information on many Georgia-area games that it otherwise would be unable to cover.

Community Outreach. Convergence has also helped WRBL(TV) and the *Opelika-Auburn News* increase and improve their service to, and involvement in, their communities. The outlets jointly partner with community organizations and groups to present numerous events. Just this year, the outlets have worked together with Auburn University to celebrate that institution's sesquicentennial by producing

a television broadcast and a print special on the event. The outlets also co-sponsored an event in Auburn called Cityfest, a large free outdoor festival featuring local arts, crafts, food, and entertainment. In addition to co-sponsoring Cityfest, the *Opelika-Auburn News* published an article about the event.

In the wake of Hurricane Katrina in 2005, WRBL(TV) and the *Opelika-Auburn News* co-sponsored a fundraiser and relief effort to benefit the victims of that tragedy. The outlets have also partnered on numerous occasions with the Red Cross to help sponsor blood drives and other fundraising events. Additional examples of some of WRBL(TV)'s community outreach activities are provided at Tab 4.

Although the events on which the *Opelika-Auburn News* and WRBL(TV) work together generally have a DMA-wide focus, each of the outlets also participates in a wide range of community initiatives and events on its own. In many cases, however, even these independent efforts have resulted in benefits to residents throughout the DMA. WRBL(TV), for example, actively encourages viewers, through on-air mentions, to submit consumer complaints via telephone or e-mail. The television station then investigates many of these complaints and broadcasts the

results. The *Opelika-Auburn News* has also published follow-up stories related to these investigations.

The *Opelika-Auburn News* also encourages extensive community input to its publication. The City Manager of Auburn, the head of the Lee County American Red Cross, the head of Keep Opelika Beautiful, and a number of professors at Auburn University all regularly contribute columns for publication in the *Opelika-Auburn News*. Because of their relationship with the *Opelika-Auburn News*, many of these individuals are also readily accessible to WRBL(TV) as sources or experts on their areas of expertise.

WRBL(TV)'s CURRENT NEWS AND PUBLIC AFFAIRS PROGRAMMING

WRBL(TV) currently provides the following local news programming, in addition to CBS Network programming:

News 3 This Morning: 6:00 a.m. - 7:00 a.m. EST
(Monday - Friday)

Four :05 minute local news cut-in's during CBS morning programming: 7:00 a.m. - 9:00 a.m. EST
(Monday- Friday)

News 3 Midday: 12:00 noon - 12:30 p.m. EST
(Monday - Friday)

News 3 First Edition: 5:00 p.m. - 6:00 p.m. EST
(Monday - Friday)

News 3 Evening Edition: 6:00 p.m. - 6:30 p.m. EST
(Monday-Friday)

News 3 Nightwatch: 11:00 p.m. - 11:35 p.m. EST
(Monday-Friday)

News 3 Evening Edition: 6:00 p.m. - 6:30 p.m. EST
(Saturday and Sunday)

News 3 Nightwatch: 11:00 p.m. - 11:35 p.m. EST
(Saturday and Sunday)

EXAMPLES OF WRBL(TV) JOURNALISM AWARDS

<u>Date</u>	<u>Organization</u>	<u>Award</u>	<u>Category</u>	<u>Entrant</u>
2003	Georgia Associated Press Broadcaster Association	Honorable Mention	Best Use of Sound -- Class B TV	Jessica Clark Ron Andruss
2003	Georgia Associated Press Broadcaster Association	Honorable Mention	Best Weather Reporting -- Class B TV	Heath Morton
2003	Georgia Associated Press Broadcaster Association	Honorable Mention	Best Weather Reporting -- Class B TV	Trent Aric
2003	Georgia Associated Press Broadcaster Association	Honorable Mention	General Excellence in Photojournalism -- Class B TV	Ron Andruss
2003	Georgia Associated Press Broadcaster Association	Honorable Mention	Best Specialized Reporting - - Class B TV	Blaine Stewart Steve Price Ron Andruss Matt Clegg

**EXAMPLES OF REPORTS IMPROVED OR MADE
POSSIBLE THROUGH CONVERGENCE**

2006

Auburn University Grading Investigation: WRBL and the *Opelika-Auburn News* worked together to develop a story on allegations that athletes at Auburn University received preferential grading and class consideration from a professor in the sociology department. WRBL reporters conducted interviews and provided information used by the *News* to supplement its own reporting.

Affordable Housing: WRBL assisted the city editor of the *Opelika-Auburn News* in preparing a three-part series on a push to build affordable housing in Opelika. WRBL provided information and photography of a similar project in Columbus after which the Opelika development was to be modeled.

Wall Collapse: Reporters from WRBL and the *Opelika-Auburn News* worked together to provide breaking news coverage of the collapse of a wall at a work site in Hurtsboro. *News* staff assisted in gathering information and conducting an interview for broadcast on WRBL.

Yearly Progress Scores: The *Opelika-Auburn News* provided information to WRBL regarding an in-depth report by a *News* reporter on inaccuracies in Alabama's Annual Yearly Progress scores for local schools. WRBL provided on-air coverage of the issue.

Election Coverage: The *Opelika-Auburn News* and WRBL worked together to provide extensive coverage of elections in Auburn. WRBL and *News* reporters shared information and worked together to conduct interviews with candidates. A WRBL reporter prepared a story published in the *News*, and a *News* reporter prepared a story broadcast on WRBL.

BF Goodrich Labor Negotiations: The *Opelika-Auburn News* provided "tips" and information to WRBL regarding labor negotiations at BF Goodrich, Lee County's largest private employer. The *News* informed WRBL when extensions were granted in the negotiations and when a tentative agreement was reached. These tips allowed WRBL to be the first station in the market to provide coverage of the agreement.

2005

Iraq War Coverage: A WRBL reporter spent two weeks imbedded with a local Army unit in Iraq. This reporter sent back stories for broadcast on WRBL, as well as daily diary entries published in the *Opelika-Auburn News*.

Factory Explosion: The *Opelika-Auburn News* "tipped" WRBL that a manufacturing plant in Lanett had exploded. WRBL was the first television station in the market to air the story in the late evening news, and the newspaper followed up with more details the following day.

Electrocution: The *Opelika-Auburn News* "tipped" WRBL that a man had broken into a power substation in Salem to steal copper wire and was fatally electrocuted in the process. WRBL was the first television station in the market to air the story in the late evening news, and the newspaper followed up with more information the next day.

Quantegy Sale: The *Opelika-Auburn News* learned of the sale of Quantegy, a local manufacturer of recording tape used in the music industry and by NASA, and published the story. Building on information the newspaper provided, WRBL reporters were able to call the new owners and do follow-up interviews on the air in one of the early evening newscasts.

Military Academy Abuse: An *Opelika-Auburn News* reporter broke a story about a lawsuit alleging abuse of students at a local military academy. A WRBL reporter then followed up with on-air interviews of two families whose children were allegedly abused and who were now bringing the legal action. Both outlets continue to report developments in the suit, including attempts at mediation, sharing "tips" and breaking news to ensure its rapid dissemination to the public.

Auburn Univ. Athletics Department Shakeup: The *Opelika-Auburn News* provided WRBL with a "tip" that three employees in the Auburn University Athletic Department were being dismissed and that the grounds of dismissal might be racially motivated. The newspaper had been the only media outlet able to interview a black administrator who made the allegations. WRBL aired the story, and the newspaper followed up with more details. Both outlets have subsequently continued to cover the story, which has since been picked up by *The New York Times* and *Sports Illustrated*.

National Signing Day: WRBL was able to bring local viewers the most comprehensive coverage of the college signings of local high school football players by utilizing not only its own reporters but also those from the *Opelika-Auburn News*, who provided information on player signings in Alabama counties.

Auburn Provost Retirement: The *Opelika-Auburn News* "tipped" WRBL that Auburn University's second highest official had handed in his resignation, and WRBL aired the story. The newspaper followed up with separate print reports.

Drug Bust: WRBL "broke" the story of a methamphetamine bust in Lee County in which a suspect, after booby-trapping his trailer with dynamite, escaped on a jet ski on the Chattahoochee River. WRBL worked with the *Opelika-Auburn News* on the story, gaining information from the newspaper that allowed WRBL to be first in the market to present the story.

Quantegy Shutdown: The *Opelika-Auburn News* was the first outlet in the market to report the potential shutdown of Quantegy. Details of the development, which would mean the loss of 250 jobs, were shared with WRBL, which was the first television station in the market to present the news.

Blockbuster: An *Opelika-Auburn News* reporter developed a story on resistance by local Blockbuster stores to following the corporation's new "no late fees" policy. The newspaper shared the information with WRBL, allowing it to be the first television station in the market to air it.

Auburn Insect Research: The staff of both WRBL and the *Opelika-Auburn News* worked together to develop the story of Auburn University researchers who had isolated a protein in the saliva of flies that could help heal wounds in humans. Although WRBL first received the "tip," newspaper staff assisted in making the multiple telephone calls necessary to gather all the relevant information. Together, they were able to secure sufficient information for WRBL to broadcast the story that evening, and the newspaper followed up the next day with an additional story presenting different angles on the news.

Auburn University Frat Fight: The *Opelika-Auburn News* was the first to break the story of a fraternity fight at Auburn University in which one student had to be hospitalized. The newspaper shared details with WRBL, which developed them, and presented an update in the evening news.

2004

Residential Break-in: The *Opelika-Auburn News* received a "tip" from local police about an armed break-in at a home in Smiths Station and provided the information to WRBL, which was able to send a reporter to the scene, and WRBL became the first outlet in the market to air the story. Similarly, two days later, the paper received a "tip" that the suspects had been apprehended, and WRBL aired the information.

Report on Police Shooting: The *Opelika-Auburn News* received a "tip" that the Alabama Bureau of Investigation had released a report announcing that its probe into the shooting of an Auburn police officer showed that he had been shot by another officer. The paper provided the information to WRBL, which then broke the story.

Athletic Conference Probation Lifted: An *Opelika-Auburn News* reporter, who was covering an accreditation meeting of the Southern Association of Colleges and Schools in Atlanta, learned that Auburn University had been taken off a year-long academic probation and called WRBL with the information. WRBL broke the story on its evening news. The station would not have otherwise had access to this story as early as it did.

Recruiting of Auburn Coach: In the midst of rumors circulating about the future prospects of Auburn University football coach Tommy Tuberville, the *Opelika-Auburn News* received a "tip" that he had been contacted regarding the head coaching slot at SEC rival LSU. The paper provided the information to WRBL, which aired it. After the story ran, the coach announced that he was withdrawing his name from consideration.

Hiring of Auburn Athletic Director. The *Opelika-Auburn News* "tipped" WRBL that a new athletic director had been hired at Auburn University. WRBL aired the story, and the newspaper followed with more details the next day.

New Target Store: The *Opelika-Auburn News* "tipped" WRBL that a new Target store would be coming to the Tiger Town shopping complex in Auburn. WRBL aired the story, and the newspaper followed up with more details the following day.

Election Coverage: The staffs of the *Opelika-Auburn News* and WRBL each took responsibility for covering election results in two of the four Alabama counties in the DMA and then shared the

information that they learned. This way, the outlets were each able to dig deeper and provide more information about more races in each county.

Opelika Tornado: The *Opelika-Auburn News* "tipped" WRBL with the name of individuals whose houses had suffered significant damage in a tornado that hit Opelika. WRBL followed up by sending a video crew to the area and aired the footage.

Resignation of Auburn Trustee: The *Opelika-Auburn News* "tipped" WRBL about the request that two Auburn University trustees resign. WRBL was the first television station in the market to air the story, and the newspaper followed up with more details the next day.

Poll Worker Training: The *Opelika-Auburn News* attended a session for poll worker training in Opelika, shot video, and provided that and details to WRBL, which prepared a story and aired the information. The story included pointers on how to watch for voter fraud and possible problems at polling stations. This story would have otherwise not received coverage on WRBL since its news reporters and crews were tied up covering other news stories.

Train/Car Collision: The *Opelika-Auburn News* "tipped" WRBL to the fact that a train had hit a car at a railroad cross-roads. WRBL aired the story, and the newspaper followed up with more details the next day.

Fatal Car Crash: The *Opelika-Auburn News* "tipped" WRBL to the occurrence of a late-night fatal automobile crash outside Opelika. WRBL aired the story in the morning news.

Wal-Mart Bomb Threat: In its early evening newscast, WRBL broadcast a story about a bomb threat at a Wal-Mart in Columbus. The *Opelika-Auburn News* staff then informed the station that there had been two similar bomb threats at a Wal-Mart in Auburn during the preceding two hours. WRBL was able to broaden its story and investigation and provide more information in the later evening newscast. The newspaper followed up with additional details the next day.

Hurricane Ivan: On the day that Hurricane Ivan came through the market and the day after the storm hit, news teams from WRBL and the *Opelika-Auburn News* worked together to make sure that the latest information on the storm's path and destruction reached local residents. A WRBL reporter and photographer covered the

storm from Lee County, Alabama. There, the reporter worked closely with several newspaper reporters, learning and exchanging information about where the worst pockets of damage had occurred. Based on "tips" that she received from the paper's staff, the WRBL reporter was able to prepare multiple reports and secure video footage the very day that the hurricane hit and then had the station air the material that very evening. The next day, WRBL followed up with further stories and reports of damage.

Factory Fatality: Based on a "tip" from the *Opelika-Auburn News*, WRBL was the first station in the market to report that a 20-year employee of the Uniroyal Tire Plant in Opelika, who had been injured on the job four days earlier, had died.

Train/Car Collision: The *Opelika-Auburn News* alerted WRBL to another fatal train-car collision at the same crossroads noted above in October 2004's stories. The newspaper's staff took pictures at the scene and emailed them to WRBL in time for them to be broadcast on WRBL's midday news report. Given the distance between the collision site and WRBL's studios, WRBL could not have physically obtained the material in time for the midday broadcast without the newspaper's help. WRBL aired additional details and video in the evening newscasts, and the newspaper followed up with another story the next day.

Nashville Star Competition: An Opelika native was a finalist for a cable programming network's "Nashville Star" competition. The contestant kept in constant contact with his hometown newspaper, the *Opelika-Auburn News*. The newspaper then provided the information to WRBL, which aired it. When the contestant returned home, the newspaper arranged for WRBL to conduct its own interview, and the station shot and aired video on his visit to Opelika. Without the newspaper's contact, WRBL would have never had the information to broadcast.

Environmental Pollution Trial: A WRBL and an *Opelika-Auburn News* reporter teamed up to cover a two-week long trial in federal court in Lee County, involving a suit against a Phenix City, Alabama factory that allegedly caused air pollution problems across the river in Columbus, Georgia. The WRBL reporter covered the trial in the morning until she had to leave to prepare and file her story for the station's early evening newscast. The newspaper's reporter would then take over attendance and coverage to prepare another story for the next morning's newspaper. Each reporter would keep the other abreast of developments that occurred when the other was absent.

Without the newspaper's assistance, WRBL's coverage, which involved the presentation of at least six stories in total, would have been incomplete.

Smiths Station Murder: The *Opelika-Auburn News* was the first to have information regarding a brutal murder in Smiths Station and provided it to WRBL, which aired it. The two outlets worked together over the following three-day period. When the alleged perpetrator was caught, the newspaper's reporters provided WRBL with the information, and WRBL broke the story.

AU Apartments Not Ready: The *Opelika-Auburn News* "tipped" WRBL that a large number of off-campus apartments built for Auburn University students were not ready for the students when they arrived at the beginning of the school year, despite the fact that the students had paid all necessary deposits. The newspaper's staff shot video of the problem at various locations and provided it to WRBL, which aired it. Without the newspaper's help, WRBL would have never had the story to broadcast.

Election Coverage: In the manner discussed above under November 2004's stories, the staffs of the *Opelika-Auburn News* and WRBL each took responsibility for covering results for municipal elections in two of the four Alabama counties in the DMA and then shared the information that they learned and prepared separate stories. This way, the outlets were each able to dig deeper and provide more up-to-the-minute information about more races in each county.

Uniroyal Strike Threat: Reporters from WRBL and the *Opelika-Auburn News* worked together to cover different angles of an impending labor strike at a Uniroyal tire factory in Opelika. The newspaper reports focused on the status of the labor negotiations; WRBL's two stories covered the impact on the workers, their frustrations and concerns. By staying in constant telephone contact with each other, the outlets made sure that they each had the most up-to-date information, something that would not have been the case if they had worked separately.

Opelika Murder: The *Opelika-Auburn News* "tipped" WRBL that a 46-year old male had been fatally shot in Opelika, the second homicide in one week. WRBL then broke the story. The newspaper's staff also assisted by providing archival information on the number of Opelika murders in 2004 and

previous years as well as a comparison of statistics from other towns in eastern Alabama.

Opelika Election Forum: The *Opelika-Auburn News*' managing editor covered a forum for voters to ask questions of the candidates for the Opelika mayoral and city council races. He telephoned a live report to WRBL, which aired it. The station otherwise would not have had the story.

Family Shooting: The *Opelika-Auburn News* broke a story about the shooting of an Opelika man by his son. The newspaper provided additional material to WRBL, which followed up with a story in its early evening newscast.

Auburn Police Consolidation: The *Opelika-Auburn News* "tipped" WRBL that the city of Auburn and the Auburn University police department were close to an agreement to combine the campus' police department with the city's police force. The station was the first to break the story, airing it on the late evening news.

Auburn University Accreditation Initiative: The *Opelika-Auburn News* "tipped" WRBL that Auburn University had sent its accrediting body, the Southern Association of Colleges and Schools, a report detailing the university's effort to satisfy accreditation issues. WRBL broke the story on one of its early evening newscasts.

Possible Rabies Case: The *Opelika-Auburn News* "tipped" WRBL that eastern Alabama health officials were looking for a man who might have been exposed to rabies after taking a dead raccoon to a veterinary lab. WRBL then broke the story during one of its early evening newscasts.

Auburn Student Government Officer Indicted: The *Opelika-Auburn News* broke the story that the Auburn University student government association's vice president had been indicted by a Lee County grand jury of forging a document to dispute parking tickets. The newspaper "tipped" WRBL to further details, and the station was the first to air the information, broadcasting it during one of its early evening newscasts.

Local Municipal Records Policy: The *Opelika-Auburn News* "tipped" WRBL that the Notasulga, Alabama city council had voted to amend its access-to-records policy to allow citizen review one hour a day, five days a week, instead of one day a month.

WRBL became the first in the market to air the story, broadcasting it in one of its early evening newscasts.

Auburn-Trustees' Potential Suit of ESPN: The *Opelika-Auburn News* was the first to report that two Auburn University trustees were threatening to sue cable programmer ESPN over its correspondent's report that the trustees had threatened to kill a newspaper publisher and burned down his Tuskegee office in February 2004. During the day, the newspaper shared additional information with WRBL, which aired a follow-up story in one of its early evening newscasts.

Resignation of Auburn President: The *Opelika-Auburn News* "tipped" WRBL that Auburn University's president had resigned. WRBL became the first station in the market to air the story, broadcasting it during its early and late evening newscasts.

Auburn Trustee Vacancy: The *Opelika-Auburn News* was the first to publish a story that the sister of a recently deceased Auburn University trustee wanted to fill the vacancy. The newspaper shared the details of the story with WRBL, which developed it and broadcast it during its midday newscast.

Auburn Smoke-Free Initiative: The *Opelika-Auburn News* was the first to publish a story that the Auburn city council would be considering an ordinance banning smoking in public places. The newspaper shared details of the story with WRBL, which developed it further, and was the first station to air it, broadcasting it during its late evening newscast.

AU Coaching Controversy: The *Opelika-Auburn News* was the first to publish a story that former Auburn University football coach Terry Bowden had revealed that he knew some of his team members had been paid. The newspaper then shared its transcription of audio tapes containing these revelations with WRBL, which used them to prepare a story that aired in its late evening newscast.

Lee County Revenue Bonuses: The *Opelika-Auburn News* was the first to publish a story that the Lee County Revenue Commissioner, who would be leaving office shortly, was trying to pass out bonuses totaling almost \$29,000 before the end of her tenure. The newspaper shared details of the story with WRBL, which developed it further and became the first station in the market to broadcast it.

Auburn Murder Arrest: The *Opelika-Auburn News* "tipped" WRBL that a suspect in a weekend murder case in Auburn had been

arrested. WRBL was the first station in the market to air the story, broadcasting it in one of its early evening newscasts.

2003

Smiths Station Park Funding: Based on the fact that an *Opelika-Auburn News* reporter was present at a Lee County Commission meeting, the newspaper was able to "tip" WRBL that the Commission had voted to give the newly-formed municipality of Smiths Station money to help with the development of a new park. WRBL broke the story during one of its early evening newscasts.

Auburn Univ. Raptor Investigation: The *Opelika-Auburn News* "tipped" WRBL that problems in caring for infected raptors at a bird/veterinary center at Auburn University may have led to the death of many birds. WRBL aired the story in its late evening newscast on a Saturday. Over the next several weeks, the two outlets investigated the story. WRBL was able to secure and broadcast an exclusive interview with two of the employees who had resigned over the controversy. The newspaper then followed up with more details based on the interview.

"State of Secrecy": In the "State of Secrecy," the news staffs of WRBL and the *Opelika-Auburn News* worked together to investigate the openness and accessibility of government records in small towns and municipalities in the DMA as well as their compliance with state records laws. The outlets also consulted with the Alabama Council for Open Government in conducting their investigative survey. The newspaper staff investigated government records in the Alabama portion of the DMA, and WRBL did so in the Georgia counties. The outlets then shared their results, so that, in preparing their separate stories, they could compare and contrast government practices in the two states. WRBL's stories ran on a Sunday and Monday. The newspapers' stories ran Sunday through Thursday.

Opelika Shooting: The *Opelika-Auburn News* "tipped" WRBL that a shooting had occurred at a credit union in Opelika. WRBL broke the story in its late evening newscast.

Discovery of Shooting Victims: The *Opelika-Auburn News* "tipped" WRBL that two bodies, one of them an Auburn University student, had been found on the Tuskegee National Forest firing range. They were the apparent victims of a murder suicide. WRBL broke the story in its late evening newscast.

Auburn Traffic Cameras: The *Opelika-Auburn News* "tipped" WRBL that the city of Auburn was investigating whether to install traffic cameras at certain intersections to detect and deter the running of red lights. WRBL broke the story in one of its early evening newscasts.

2002

High School Principal Firing: The *Opelika-Auburn News* "tipped" WRBL that the principal at a Chambers County, Alabama high school had been fired. WRBL broke the story in its late evening newscast.

Election Protest: The *Opelika-Auburn News* "tipped" WRBL that the Alabama Republican Party had decided to protest a recent very close election for the Lee County Commission by calling for a new election, particularly in light of evidence that some voters had been given the wrong ballot. WRBL broke the story in its late evening newscast.

Ethics Hearing: Both WRBL and the *Opelika-Auburn News* learned of the scheduling of a Montgomery, Alabama hearing concerning possible ethics violations by one former and four current Lee County Commissioners. The *Opelika-Auburn News* was able to send a reporter to the proceeding, who "tipped" WRBL to what transpired, and WRBL was able to break the story in its late evening newscast.

Rock Quarry Litigation: The *Opelika-Auburn News* "tipped" WRBL that a court had refused to dismiss a lawsuit by residents against a local rock quarry. In its late evening newscast, WRBL broke the story that the case would go to trial.

Opelika Murder: The *Opelika-Auburn News* broke and published a story that a man who was wanted for murdering four people in Anniston, Alabama, had allegedly shot another victim in Opelika. WRBL was able to follow up on the story and provide further details in its newscast.

2001

Auburn Accreditation Issue: The *Opelika-Auburn News* "tipped" WRBL that Auburn University had filed a lawsuit against its accrediting body, the Southern Association of Colleges and Schools, to make it refrain from investigating the departure of Auburn's president. WRBL broke the story in its early and late evening newscasts.

Auburn Bar's Dress Code: WRBL and the *Opelika-Auburn News* both learned of a story involving an Auburn bar that was using a potentially discriminatory dress code that barred entry to individuals with corn rows and tight braids. While WRBL had independently uncovered the story, the newspaper supplied additional information to make the story more thorough. WRBL then broke the story in its early and late evening newscasts.

EXAMPLES OF WRBL(TV) 2004-2006 COMMUNITY OUTREACH INITIATIVES**2006**

- | | | |
|-----------------------------|----|---|
| April-
September
2006 | -- | Movies Under the Stars, station sponsored five free outdoor children's movies |
| January
2006 | -- | Martin Luther King Parade (through Phenix City and Columbus). Station talent participate, and the station airs PSAs. |
| February
2006 | -- | Sponsor, along with Knology Cable and Archway Broadcasting (local radio licensee), of "Our House" fundraiser benefiting local home for children awaiting placement through adoption. Station talent MC event, station runs PSAs and also presents related news stories before and at time of event. |
| April
2006 | -- | Riverfest Weekend. In the "Folklife Village and Children's Interactive Area for Riverfest Weekend," WRBL personnel sets up and man news and weather set with anchors, so children can learn about broadcasting. WRBL promotes its sponsorship of this event beginning in March. This event benefits The Historic Columbus Foundation. |
| May -
August
2006 | -- | Sponsor of various "WRBL News 3 Nights" and summer events at which Station talent attends to welcome and meet local residents and for which station provides PSAs. |
| September
2006 | -- | Carriage (for 27 years) of the Jerry Lewis Labor Day Telethon with numerous local cut-ins. |
| August
2006 | -- | Sponsor of "Denim and Diamonds Concert" fundraiser for Columbus Hospice. Station talent attends, and station airs PSAs. |
| October
2006 | -- | Tuskegee-Morehouse Parade (through Phenix City and Columbus). Station Talent participate, and the station airs PSAs. |

October 2006 -- Participant in Columbus "Spooktacular Safe Halloween," with WRBL(TV) anchors on hand and the station contributing candy.

2005

December 2005 -- Christmas Parade (through Phenix City and Columbus). Station talent participated, and the station aired PSAs.

August 2005 -- Station donated commercial inventory to help raise awareness for Hurricane Katrina

April 2005 -- Arts and Entertainment festival in Alabama, jointly sponsored with the *Opelika-Auburn News*, at which station talent met the public and for which the station provided Promotional spots. This festival also has a huge children's area where all the games and learning activities are free.

April-September 2005 -- Movies Under the Stars, station sponsored three free outdoor children's movies

January 2005 -- Bridal Show in Alabama, jointly with the *Opelika -Auburn News*, at which station talent serve as MC's and for which station provide PSAs. Proceeds benefit the "Newspapers in Education" program.

January 2005 -- Martin Luther King Parade (through Phenix City and Columbus). Station talent participate, and the station airs PSAs.

February 2005 -- Sponsor, along with Knology Cable and Archway Broadcasting (local radio licensee), of "Our House" fundraiser benefiting local home for children awaiting placement through adoption. Station talent MC event, station runs PSAs and also presents related news stories before and at time of event.

March 2005 -- Yard Sale, conducted jointly with the *Opelika-Auburn News*, to benefit "Newspapers in Education" program. Station runs PSAs.

April 2005	--	Riverfest Weekend. In the "Folklife Village and Children's Interactive Area for Riverfest Weekend," WRBL personnel sets up and man news and weather set with anchors, so children can learn about broadcasting. WRBL promotes its sponsorship of this event beginning in March. This event benefits The Historic Columbus Foundation.
May - August 2005	--	Sponsor of various "WRBL News 3 Nights" and summer events at which Station talent attends to welcome and meet local residents and for which station provides PSAs.
August 2005	--	Sponsor of "Denim and Diamonds Concert" fundraiser for Columbus Hospice. Station talent attends, and station airs PSAs.
2005	--	"Bowl-a-Rama." Participated with the Advertising Federation of Columbus to raise money for the Boys' and Girls' Club of Phenix City.
September 2005	--	Carriage (for 27 years) of the Jerry Lewis Labor Day Telethon with numerous local cut-ins.
October 2005	--	"Help the Hooch" river clean-up, which is part of a statewide "Rivers Alive" program. Talent participated, station ran PSAs, and station personnel set up "Project Preserve" exhibit.
October 2005	--	Tuskegee-Morehouse Parade (through Phenix City and Columbus). Station Talent participate, and the station airs PSAs.
October 2005	--	Participant in Columbus "Spooktacular Safe Halloween," with WRBL(TV) anchors on hand and the station contributing candy.
December 2005	--	Sponsor of Chattahooche Valley Food Drive. Station aired PSAs, and talent made promotional appearances.

2004

- September 2004 -- Carriage (for 27 years) of the Jerry Lewis Labor Day Telethon with numerous local cut-ins.
- October 2004 -- "Help the Hooch" river clean-up, which is part of a statewide "Rivers Alive" program. Talent participated, station ran PSAs, and station personnel set up "Project Preserve" exhibit.
- October 2004 -- Tuskegee-Morehouse Parade (through Phenix City and Columbus). Station Talent participate, and the station airs PSAs.
- September 2004 -- Carriage (for 27 years) of the Jerry Lewis Labor Day Telethon with numerous local cut-ins.
- 2004 -- Sponsor of Fall Fashion Show in Auburn, jointly with *the Corner News*, at which talent MC's and for which station runs PSAs. Proceeds benefit the "Newspapers in Education" program.
- September 2004 -- Participant in United Way Kickoff. This year, station talent MC'd event, the station helped produce a promotional video, and the station aired PSAs.
- 2004 -- Sponsor of voter registration drive, "Choose or Lose," which talent attended. Station ran PSAs.
- September 2004 -- Sponsor of "What My Family Means to Me" art and essay contests, with winners receiving news coverage and savings bonds.
- November 2004
- August 2004 -- Sponsor of the "Country's Barbecue Midnight Express Run," a race benefiting the visually impaired. Talent runs in the race, and the station airs PSAs.

November 2004	--	Sponsor of Columbus' "Carol of Lights Symphony Concert." Station runs PSAs and helps promote event.
December 2004	--	Salvation Army. Some 20 station employees rang bells for contributions, and the station aired PSAs.
April 2004	--	Riverfest Weekend. In the "Folklife Village and Children's Interactive Area for Riverfest Weekend," WRBL personnel sets up and man news and weather set with anchors, so children can learn about broadcasting. WRBL promotes its sponsorship of this event beginning in March. This event benefits The Historic Columbus Foundation.
May - August 2004	--	Sponsor of various "WRBL News 3 Nights" and summer events at which Station talent attends to welcome and meet local residents and for which station provides PSAs.
July 2004	--	Sponsor of Red Cross Blood Drive, supported by PSAs and news coverage.
January 2004	--	Martin Luther King Parade (through Phenix City and Columbus). Station talent participate, and the station airs PSAs.

Panama City, Florida

In the Panama City, Florida DMA, Media General, through its subsidiary companies, owns WMBB(TV), which is licensed to Panama City, and the *Jackson County Floridan*, which is published in Marianna, Florida. Each outlet operates a separate website, each of which provides a link to the other outlet's site. Media General acquired WMBB(TV) in the spring of 2000, and the *Floridan* in September of that year.

Locations and Facilities. The Panama City DMA, the 157th-ranked market in the United States, consists of nine counties along the Florida Gulf Coast between Tallahassee and Pensacola. The DMA spans two time zones, with two of the easternmost counties and half of one other county located in the Eastern Time Zone; the rest of the DMA is located in the Central Time Zone.

WMBB(TV)'s community of license is Panama City, which is located on the coast in the Central Time Zone in the center of DMA; Panama City is the largest population center in the DMA. The *Floridan* is published in Marianna, which is approximately 48 miles northeast of Panama City in Jackson County, and is also in the Central Time Zone.

The *Floridan's* circulation area is focused primarily in Jackson County, which represents approximately one

eighth of the area included in the entire DMA. Historically, WMBB(TV) had directed its coverage to the coastal areas of the DMA. Since convergence began, however, the station has been able to improve its coverage of, and service to, the inland part of the DMA. WMBB(TV) not only has increased the quantity of its news coverage of that area, but also has deepened the content of those news stories. Equally importantly, WMBB(TV)'s access to the resources of the *Floridan* has allowed the television station to improve its coverage of other areas in the eastern part of the DMA.

Media General maintains a microwave link between WMBB(TV)'s studios in Panama City and the *Floridan's* headquarters in Marianna. This link affords WMBB(TV) the ability to broadcast live from the *Floridan's* newsroom. Prior to the establishment of this connection, it would have taken a WMBB(TV) reporter over an hour to drive from Marianna to Panama City to deliver a report on Jackson County or other eastern parts of the DMA. WMBB(TV) also has installed a camera on the outside of the *Floridan's* facility in Marianna which it uses on a daily basis to provide added depth to its weather reports for that area. In addition, the *Floridan* has experimented with cameras that will allow its photographers to record both still

images and video clips that they can provide to WMBB(TV) for inclusion in the television station's news reports. The *Floridan* also frequently e-mails still photographs to WMBB(TV) for use in its newscasts.

WMBB(TV) also maintains a workspace at the *Floridan's* office in Marianna, from which WMBB(TV) reporters covering that area can deliver live reports for broadcast. WMBB(TV) has a reporter assigned to cover Jackson County, and she delivers reports from the *Floridan* on at least a weekly basis. Until 2003, WMBB(TV) staffed its Marianna location with a full-time reporter. In 2003, WMBB(TV) relocated this reporter to a new bureau it established in Walton County, at the western end of the DMA. WMBB(TV) would not have made this change without the backup provided by its access to the reporters and resources of the *Floridan* in Jackson County. Between 2002 and 2004, WMBB(TV) invested over \$100,000 to establish this new bureau in Walton County, which has greatly improved the station's ability to respond to events across the full expanse of the DMA.

Since convergence began, the *Floridan* and WMBB(TV) have not shared any employees. The outlets have separate editorial staffs, and each outlet makes its editorial decisions independently. To maximize their ability to cover news throughout the DMA, however, the outlets share

their daily news budgets and coordinate by telephone and e-mail to ensure that reporters are assigned to cover breaking news stories most effectively. The staffs of WMBB(TV) and the *Floridan* also regularly discuss longer-term staffing issues through multiple weekly telephone conferences. These conferences have led to more comprehensive coverage of the market by both outlets and development of a number of joint investigative pieces.

Local News Coverage. Through the combined efforts of the WMBB(TV) and *Floridan* staffs, the outlets have been able to increase both the quantity and quality of their local news coverage. WMBB(TV), since convergence began, has increased its local news programming by 30 minutes per week, adding a new newscast on Sunday evenings at 5:00 p.m. (A detailed schedule of the station's local news programming is attached at Tab 1.)

Since 2000, WMBB(TV) has also broadcast a significant number of news series or specials, including "Assignment Education," which highlighted local events and trends in education; "Panhandle Pride," which provided in-depth coverage of specific communities within the DMA; and "Parent Alert," which provides parents with crucial information regarding their children's safety. During the past year, WMBB(TV) has also broadcast 30-minute specials

on Medicare funding issues, and on teen driving. Each of these specials featured experts who answered live calls from viewers. WMBB(TV)'s coverage of stories arising in Jackson County in particular has increased. In 1999, the term "Jackson County" was mentioned 389 times during WMBB(TV) newscasts. By 2004, this number had increased to 550 times.

While the coordination between WMBB(TV) and the *Floridan* has resulted in more and better coverage of severe weather, political events, news, and sports for the DMA, it has not resulted in staff reductions at the station. Indeed, over the period from the time convergence began until the present, the total number of employees at WMBB(TV) has increased from 67 to 70, and the number of employees in the television station's news department has increased from 30 to 37. The station is also currently hiring for a number of additional positions, including some in its news department.

Hurricane Coverage and Weather. Because of the DMA's location on the northern Gulf Coast, hurricanes are very much on the minds of local residents. Panama City itself has been directly in the path of a number of hurricanes and in the past has suffered extensive damage from these storms. An equally severe threat to the northern portions

of the DMA is that posed by the tornadoes that hurricanes often spawn in the area. Through convergence, both WMBB(TV) and the *Floridan* have been able to provide residents of the DMA with critical details and emergency information before, during, and after the major hurricanes and storms that have affected the DMA in the past few years.

In July 2005, Hurricane Dennis had been predicted to make landfall in the DMA as an extremely severe Category 4 storm; the storm ultimately hit approximately seventy-five miles west of Panama City as a Category 3 storm. For a 36 hour period around the arrival of the storm, during which time WMBB(TV) preempted all regularly-scheduled programming and presented "wall-to-wall" hurricane coverage. During this time, WMBB(TV) stationed a reporter in the *Floridan's* newsroom who broadcast live reports from that location, including live interviews with representatives of the Jackson County's Sheriff's Department and Emergency Operations Center. Through its access to the *Floridan's* facilities and staff, WMBB(TV) was able to deliver more extensive information on the anticipated impact of the storm and preparations viewers could take to protect themselves, in all areas of the DMA. In particular, coverage from the *Floridan's* location in the northern

portion of the DMA also included extensive information on the evacuation routes that lead from Panama City and other coastal areas through Jackson County to the north. This coverage also provided information on the particular dangers faced by residents in the northern portion of the DMA.

In addition to its live "wall-to-wall" broadcast coverage, WMBB(TV) provided live streaming video coverage on its website during the same period. The *Floridan* also made this streaming video coverage available on its website. Internet users from as far away as Iraq and Australia commented on this coverage via e-mail. The Associated Press also recognized WMBB(TV)'s exceptional coverage of this event, awarding the station its Best Hurricane Coverage Award for 2005 for similarly sized Florida markets. Without access to the resources of the *Floridan*, WMBB(TV) would have been unable to deliver such in-depth coverage of the hurricane's impact on the full extent of the DMA.

A year earlier, WMBB(TV), again with the help of the *Floridan*, provided exceptional coverage of the 2004 hurricane season, which was very busy for the Florida Panhandle. The most serious storm to strike the DMA that year was Hurricane Ivan, which made landfall in mid-

September. Beginning days before the storm's predicted landfall, WMBB(TV) informed residents through hourly cut-ins and updates as new data became available. On the morning of September 15, 2004, the station commenced live continuous "wall-to-wall" coverage before any other television station in the DMA. At that time, WMBB(TV) was the only station in the market providing such intensive coverage as the approach of the storm began to spawn tornadoes. Through its collaboration with reporters and staff at the *Floridan's* facility in Marianna, WMBB(TV) was able to cover this threat to the area much more effectively.

When the great intensity of Hurricane Ivan became clear, WMBB(TV) also moved some of the station's staff to the *Floridan's* facility in Marianna not only to provide live reports, but also to serve as a back-up studio in the event that damage in Panama City forced WMBB(TV)'s primary studio off the air. During Hurricane Ivan, WMBB(TV) also stationed a meteorologist at the *Floridan's* offices in Marianna, from which he was able to provide targeted updates to Jackson County residents on the storm and on the tornadoes that caused significant damage to that area. The director of the Jackson County Emergency Operations Center

took advantage of this facility and utilized WMBB(TV)'s airwaves to relay messages to residents of the county.

WMBB(TV) continued its live coverage of Hurricane Ivan after every other station in the market had returned to regularly scheduled programming. Chipola College, located in Marianna, recognized WMBB(TV)'s exceptional service during this storm by awarding the station a "Legion of Merit Citation for Exemplary Broadcast Journalism During Hurricane Ivan." Without the access to the *Floridan's* facilities and staff afforded by convergence, WMBB(TV)'s coverage of this storm, and particularly of its affects on Marianna and Jackson County, would not have been as effective.

In 2004, WMBB(TV) provided extensive coverage of other hurricanes that threatened the Panama City area, including Hurricanes Charley, Frances, and Jeanne. During each of these storms, the station provided hourly cut-ins to regular programming to update viewers as the storms approached the area. During Hurricane Frances, when the National Weather Service issued a hurricane warning for the region, the television station began broadcasting updates every half hour. (Additional details regarding WMBB(TV)'s hurricane coverage during 2004 are attached as Tab 2.) After the ferocious 2004 hurricane season, WMBB(TV)

established a new primary backup location at a Bay City Government facility located adjacent to the station's transmitter. WMBB(TV) continues to utilize the *Floridan's* facility as a secondary back-up facility in the event of weather or other emergencies. At the beginning of each hurricane season,

WMBB(TV) also produces a Hurricane Guide, which it makes available for free at the station and at retail outlets in the Panama City area. During the early years of convergence in the DMA, this guide was jointly produced and distributed by WMBB(TV) and the *Floridan*. The *Floridan* now produces and distributes an independent hurricane guide, which is focused more on the tornadoes and flooding that threaten the northern portion of the DMA than on the direct wind and storm surges that threaten Panama City.

In addition to covering severe weather events, by working together with WMBB(TV) the *Floridan* has been able to deliver more weather information on a daily basis. WMBB(TV)'s meteorologists provide significant local content for publication in the daily weather section of the *Floridan*. Absent convergence, the newspaper would be unable to provide such locally-produced information and would likely need to rely exclusively on syndicated content to fill its weather page.

Political Coverage. By working together, WMBB(TV) and the *Floridan* have both been able to improve their coverage of elections and other political events occurring in the DMA. WMBB(TV)'s viewers are able to benefit from the station's access to the *Floridan's* reporters, who have extensive expertise and deep knowledge of issues affecting Jackson County and northern portions of the DMA. Similarly, the *Floridan's* readers benefit from the newspaper's ability to tap into WMBB(TV)'s reporters' knowledge of other parts of the DMA.

During elections in 2002 and 2004, the two outlets worked together to present political forums in conjunction with the League of Women Voters. In 2002, the outlets presented two such forums, one on August 27 for Republican and Democratic primary elections for the Bay County School Board and Bay County Commission, and another on October 22 for the general elections for the Bay County Commission, Bay County School Board, and the Florida House of Representatives' District Seven. The panel for each event included representatives from both WMBB(TV) and the *Floridan*. WMBB(TV) broadcast each 90-minute forum live and provided extensive news coverage before and after the events. On August 24, 2004, WMBB(TV) broadcast a live two and one-half hour forum for the Republican and Democratic

primaries for the Bay County School Board, Bay County Commission, and Bay County Sheriff elections. On October 28, 2004, the television station broadcast a live two-hour forum for the general elections for Bay County Sheriff, Bay County School Superintendent, States Attorney for the 14th Judicial District, and Florida's Second District seat in the United States House of Representatives. Both WMBB(TV) and the *Floridan* provided extensive news coverage of these forums as well.

In the 2006 campaign season WMBB(TV) has already co-hosted a candidate forum involving candidates for a number of local races in the Panama City area. A representative from WMBB(TV) served on the panel for the forum, which included candidates for local school board and Bay County Commissioner's offices as well as the Florida House of Representatives District 6 seat. WMBB(TV) broadcast the forum live from 6:30 to 8:00 p.m. and rebroadcast the forum the following Saturday afternoon. WMBB(TV) posted complete video of the forum to the station's website.

In addition to its coverage of political forums and campaigns, WMBB(TV)'s ability to quickly deliver election night results and other news to the station's viewers has also improved as a result of convergence. During the primary and general elections in 2004, for example,

Floridan reporters provided up-to-the-minute results and other information on elections occurring in the newspaper's circulation area of Jackson County. Not only were these newspaper reporters able to bring to these stories their in-depth local knowledge and expertise, but they allowed WMBB(TV) to distribute its own reporters in other areas to more effectively cover the DMA. The television station was therefore able to deliver much more comprehensive and timely coverage during the election, including up-to-the-minute coverage of election results. In its early evening newscasts, WMBB(TV) broadcast previews of many of the races. Throughout the evenings, as results came in from precincts throughout the DMA, the station provided live cut-ins to its regularly scheduled programming and ran bottom of-the-screen crawls with the most current information. At the conclusion of each of the primary and general elections, WMBB(TV) broadcast an extended edition of its local newscast from 10:00 p.m. to 11:05 p.m., during which it reported on the latest election results and related news.

During the last few years, WMBB(TV) has also provided free air time to candidates in state-wide general elections. The station generally allows candidates to utilize the station's facilities to record statements,

prepared by the candidates themselves, which WMBB(TV) subsequently broadcasts during its news programming. Following these segments, WMBB(TV) reporters analyze the candidates' statements and report on any inaccuracies.

WMBB(TV) has also participated during recent elections in a web-based "Voice of the Voter" initiative. The station, through its website, collects viewer input and questions which WMBB(TV) reporters then use during candidate forums and during their coverage of candidates and issues in the elections. Apart from this initiative, WMBB(TV)'s website has also provided voter information for every county in the DMA. *Floridan* reporters have contributed information on Jackson County races to WMBB(TV)'s website thereby allowing it to provide a more complete and nuanced presentation of the issues and campaigns in that part of the DMA.

Investigative Reports and Breaking News Coverage.

Through their combined efforts and resources, WMBB(TV) and the *Floridan* have improved their coverage not only of weather emergencies and political events, but have also been able to develop special investigative pieces, while enhancing the depth and scope of their breaking news and regular reporting. Their special investigative reports have been more comprehensive than either outlet could have

accomplished on its own. During a 2004 campaign for a state's attorney office in the DMA, WMBB(TV) and the *Floridan* teamed up on an investigation to identify a group that had purchased television and print advertisements highly critical of one of the candidates. WMBB(TV) was able to obtain a large number of relevant documents, which it analyzed with the help of a *Floridan* reporter who had expertise in reviewing fundraising records. By combining the expertise of their individual staffs, the two outlets conducted a much more effective investigation.

On at least one occasion, WMBB(TV) and the *Floridan* have even worked together to present a story in the face of significant resistance by some government officials. When the outlets discovered that accusations of sexual misconduct involving a young girl had been leveled against a Jackson County Sheriff's deputy, it took the combined clout of the two outlets to overcome the efforts of certain government officials to prevent dissemination of the story, which was ultimately reported both on WMBB(TV) and in the *Floridan*.

In an incident in 2004, the *Floridan* first provided a "tip" to WMBB(TV) about a girl who had been killed in a school bus accident because her backpack had become trapped in the bus's door, causing the vehicle to drag and strike

her. After receiving the "tip" about the incident, a WMBB(TV) reporter worked with a *Floridan* reporter to provide residents with the complete story. WMBB(TV)'s reporter interviewed some of the girl's classmates, while the *Floridan* investigated the driving record of the school bus driver and the possibility of a mechanical failure with the bus's doors. The reporters shared the results of their investigations, and the WMBB(TV) reporter prepared a segment for broadcast. The *Floridan* reporter prepared an independent story for publication in the newspaper.

In another incident in 2002, WMBB(TV) received a "tip" that the local Department of Children & Families and the Inspector General of the Department of Juvenile Justice were conducting an investigation to determine if a local school for troubled boys had covered up problems of widespread sexual activity. WMBB(TV) shared this information with the *Floridan*. Through its extensive contacts, the *Floridan* was able to determine that no official complaint had yet been filed related to the investigation.

In 2002, WMBB(TV), the *Floridan*, and two Media General newspapers located in the adjacent Dothan, Alabama DMA, joined forces to present a special report on a controversial proposal for an Interstate 10 highway

connector. Reporters from each of the outlets pursued separate parts of a comprehensive investigation of the issue, the results of which were ultimately presented both in print and on WMBB(TV). One of the newspapers from the Dothan market published a 20-page special edition addressing the issue in great detail. This reporter also appeared in an on-air story on WMBB(TV) discussing the proposed highway.

In the summer of 2004, a large contingent of National Guard troops from Marianna was deployed to Iraq. Together, reporters from WMBB(TV) and the *Floridan* traveled to Fort Bragg, North Carolina with the troops. While there, the reporters sent back stories for publication in the *Floridan* and broadcast on WMBB(TV).

In addition to adding depth and perspective to their reporting of major issues and special events, convergence has made a positive difference in the outlets' ability to respond to and report on breaking news and other daily news stories. In addition to the instances noted above in which reporters have provided "tips" to each other, the two outlets have collaborated on countless stories, including, within the past year, reports on vandalism at a local high school, the consolidation of schools in Jackson County, a helicopter crash, the inadvertent release of students'

social security numbers at Chipola College, and plans for the opening of a Wild Kingdom park in Holmes County. Additional examples of stories improved or made possible through convergence are provided at Tab 3. As demonstrated by these examples, convergence has enabled both WMBB(TV) and the *Floridan* to deliver a greater quantity and quality of local news than would have been possible if they had not worked together.

The improved severe weather, political, and other news coverage enabled by convergence has been recognized not only by residents of the Panama City DMA, but also by professional journalism and community organizations. In addition to the plaudits noted above that the station has received for its hurricane coverage, WMBB(TV) also earned the Associated Press Best Newscast award for 2004 for television stations in similar-sized Florida markets.

Sports. Convergence has allowed WMBB(TV) to deliver enhanced local sports coverage to the Panama City DMA, particularly coverage of weekly high school football games. On Friday nights during high school football season, WMBB(TV) devotes fifteen minutes of its late evening newscast to a segment called "Friday Night Fever." During this segment, the television station presents scores, stories, and highlights from a number of games played

throughout the DMA. WMBB(TV)'s own reporters are able to cover around six games each week with camera crews to bring viewers high quality video highlights from those select games. To widen this coverage, WMBB(TV) relies on *Floridan* reporters for scores from games played in portions of the DMA far from Panama City, particularly in Jackson County and other eastern portions of the DMA. Each week, these *Floridan* reporters provide scores and stories for three to four games that WMBB(TV) would otherwise be unable to cover in such detail in its broadcasts.

Community Involvement. As shown in Tab 4, convergence has also allowed WMBB(TV) and the *Floridan* to become much more involved in their communities and provide significantly better service to local community groups. WMBB(TV) and the *Floridan* have worked together to establish a Joint Advisory Board for Marianna and Jackson County. This Joint Advisory Board, comprised both of community leaders and regular viewers and readers, meets on a quarterly basis to discuss issues that concern them and suggest ways in which they believe the station and the newspaper can improve their coverage of important issues and their service to their communities. Suggestions and information obtained during these Joint Advisory Board meetings have led to a number of stories by the television

station and the newspaper that might otherwise have been overlooked, including an investigation of well water contamination in northern Jackson County, a report on a local hospital's contemplated change in location, and a Jackson County "visioning" initiative designed to create a comprehensive plan for the future of the county.

In addition to establishing this Joint Advisory Board, WMBB(TV) and the *Floridan* have also engaged in other joint community service initiatives. After Hurricane Katrina devastated the Gulf Coast, the outlets worked together to collect and distribute donations to residents of Louisiana and Mississippi directly impacted by the storm. Both the *Floridan* and WMBB(TV), through on-air mentions, encouraged residents to contribute relief supplies that one of the *Floridan's* reporters then delivered directly to a Mississippi church in one of the hardest hit areas. WMBB(TV) covered the reporter's preparation for this trip, as well as the trip itself, helping to spur a much larger level of donations than the *Floridan* could have achieved on its own. The *Floridan* reporter also provided stories and photographs during the trip for publication in the newspaper and broadcast by the television station.

WMBB(TV) and the *Floridan* also co-sponsor a community initiative known as the "Jefferson Awards," which is

designed to recognize residents who make significant contributions to their communities. WMBB(TV) solicits nominations for these awards with on-air mentions, and the *Floridan* publishes nomination forms. Participation by the *Floridan* in this initiative has spurred a significant increase in nominations from Jackson County and the northern portion of the DMA and more than 100 total nominations are now received each year. In addition to sponsoring the award, WMBB(TV) broadcasts the live announcement of the five finalists and broadcasts the final awards ceremony in a one-hour special broadcast at which one winner is chosen to represent the area in a nationwide competition.

WMBB(TV) LOCAL NEWS PROGRAMMING

WMBB(TV) currently provides the following local news programming, in addition to ABC Network programming:

News 13 This Morning: 5:00 a.m. - 7:00 a.m.
(Monday - Friday)

News 13 This Morning: 7:25 a.m. - 7:30 a.m.
(Monday - Friday)

News 13 This Morning: 8:25 a.m. - 8:30 a.m.
(Monday- Friday)

Weather updates of between one and three minutes
broadcast during ABC network programming:

9:00 a.m. - 11:00 a.m.

(Monday - Friday)

News 13 Live at 5: 5:00 p.m. - 5:30 p.m.

(Monday - Friday)

News 13 at 6: 6:00 p.m. - 6:30 p.m.

(Monday - Friday)

News 13 at 10: 10:00 p.m. - 10:35 p.m.

(Monday - Friday)

News 13 - Weekend at 6: 6:00 p.m. - 6:30 p.m.

(Saturday)

News 13 - Weekend Live at 5: 5:00 p.m. - 5:30 p.m.

(Sunday)

News 13 - Weekend at 10: 10:00 p.m. - 10:30 p.m.

(Saturday and Sunday)

2004 HURRICANE AND TROPICAL STORM COVERAGE

Tropical Storm Bonnie: August 11-12, 2004

On August 11, when the National Weather Service declared a hurricane watch for WMBB(TV)'s viewing area, the station cut into regularly scheduled programming to provide hourly reports and updates. When the storm intensified and the National Weather Service declared a hurricane warning for the viewing area, WMBB(TV) provided cut-ins every half-hour and continued to do so until the storm made landfall and the severity of the warnings diminished. On the evening of August 11, WMBB(TV) also produced a one-hour special report regarding the weather emergency for the 10 p.m. newscast.

Hurricane Charley: August 13-14, 2004

On both August 13 and 14, WMBB(TV) provided hourly weather cut-ins on a continuous basis until it became apparent that the storm would not adversely affect the station's viewing area.

Hurricane Frances: September 5-6, 2004

When the National Weather Service declared a hurricane watch for the station's viewing area on September 5,

WMBB(TV) provided hourly weather cut-ins. When the storm intensified and the National Weather Service declared a hurricane warning for the viewing area, WMBB(TV) provided cut-ins every half hour until the storm made landfall and the severity of the warnings was diminished.

Hurricane Ivan: September 15-16, 2004

Hurricane Ivan presented a tremendous threat to the WMBB(TV) viewing area. It was forecast to be a very strong hurricane when it made landfall near Mobile, Alabama. Although Panama City was spared sustained hurricane-force winds and rain, tornadoes wreaked havoc throughout the central Florida Panhandle.

WMBB(TV) recognized the potential threat of Ivan and began tracking and reporting on the storm several days before landfall. It provided hourly cut-ins and bulletins. On the morning of September 15, WMBB(TV) began continuous "wall to wall" coverage, dropping all conventional programming and reporting only on the storm as it approached. WMBB(TV) was the first and only television station in the area to provide intensive coverage during the first several hours that the hurricane began to spawn tornadoes. By late in the afternoon on September 15, WJHG-TV also began "wall to wall" coverage. WTVY(TV) in Dothan

did not provide any "wall to wall" coverage. Moreover, WMBB(TV) was the last station in the market to resume regular broadcasting following the hurricane.

WMBB(TV) used live Doppler radar to provide specific information on tornado locations and the storm's projected path. The station also opened its phone lines to the public, so viewers could share information or make pleas for assistance.

Through its partnership with the *Jackson County Floridan*, WMBB(TV) was able to implement backup measures to ensure that it could continue providing critical information to the public in the event that the storm damaged the station's facilities or required evacuation of Panama City. As soon as it became clear that this might be a major weather emergency, WMBB(TV) moved some of its news personnel to the *Jackson County Floridan*, so its facilities could be used as a back-up studio. While developments did not require the station to switch operations to this temporary facility, a staff meteorologist provided critical information through live cut-ins to viewers in the Jackson County area, which was heavily damaged by tornadoes. The director of the Jackson County Emergency Operations Center also utilized the station's facilities to relay critical information to residents.

The public throughout the DMA responded with praise for WMBB(TV)'s coverage with e-mails, phone calls, and letters directed to the station. Chipola College recognized the WMBB(TV) weather team during a ceremony held by the Jackson County Chamber of Commerce in Marianna, Florida. Chipola College awarded the station a "Legion of Merit Citation for exemplary broadcast journalism during Hurricane Ivan." The Gulf Coast Media and Marketing Association also recognized WMBB(TV) with an award for its hurricane coverage.

Hurricane Jeanne: September 26-27, 2004

Hurricane Jeanne presented yet another threat to the residents of WMBB(TV)'s viewing area. The path of this hurricane remained uncertain up until September 25. On September 26, WMBB(TV) began broadcasting emergency information and weather updates every hour while the area was under a hurricane watch. The station's coverage continued until the hurricane was no longer a threat to the viewing area.

REPORTS IMPROVED THROUGH CONVERGENCE

2006

January 4, 2006	Helicopter crash. Helicopter crashed in a swampy area South of I-10 between Grand Ridge and Cypress. Three people were killed. WMBB (TV) and the <i>Jackson County Floridan</i> worked together to share information to provide the complete story to viewers and readers.
January 11, 2006	ProLogis/Arizona Distribution Center. ProLogis/Arizona Chemical announced that they will be locating a distribution center in the Marianna-Jackson County Distribution Park. The <i>Jackson County Floridan</i> let WMBB (TV) know about the story.
January 17, 2006	High school vandalized. High school in Altha vandalized after talk of combining the Altha and Blountstown High Schools. WMBB (TV) shared our story and information with the <i>Jackson County Floridan</i> .
January 24, 2006	Jackson County Road Superintendent charges. Jackson County Road Superintendent pled guilty to petit theft. The <i>Jackson County Floridan</i> provided a picture from the courtroom for WMBB (TV) to use during coverage. They also

provided information for WMBB(TV)'s report on the story.

- January 24, 2006 Ricky Enyart. Ricky Enyart was accused of committing a 20-year-old murder and pled not-guilty. The *Jackson County Floridan* provided information as well as a picture from the courtroom for WMBB (TV) to use during their newscast.
- February 1, 2006 Jackson County student drug testing. Jackson County begins conducting random drug tests on students who participate in extra-curricular activities. WMBB(TV) and The *Jackson County Floridan* shared information for stories broadcast on the station and printed in the paper.
- February 6, 2006 Cottondale Murder. Murder occurred across the street from Cottondale High School in Jackson County. WMBB (TV) and the *Jackson County Floridan* shared information to report the story. A reporter who was covering the story for the *Jackson County Floridan* provided a live report from the newspaper that aired on WMBB(TV).
- February 8, 2006 Jackson school consolidation. Grand Ridge and Sneads high schools in Jackson County will be combining next

year. This story was made possible through a shared effort between WMBB(TV) and the *Jackson County Floridan*.

February 23, 2006 Jackson County Jail Chief of Corrections. The Jackson County Jail named a new Chief of Corrections after a search lasting several months. The *Jackson County Floridan* provided information to WMBB(TV) as well as a picture of the new chief.

March 2, 2006 Wesley Williams apartment search. The Florida Department of Law Enforcement and Marianna Police Department searched the apartment of Wesley Williams for clues in the murder of his sons and their mother who were killed in March of 2005. WMBB(TV) reporter Ashley Roberts reported live from the *Jackson County Floridan*.

March 15, 2006 Baker News Conferences. The Marianna Police Department names Wesley Williams as a person of interest in the quadruple homicide where his sons and their mother were killed. WMBB(TV) and the *Jackson County Floridan* worked together sharing information in order to cover the story.

April 3, 2006 Emergency Operations Center mobile command.

Jackson County employs a new mobile command center to serve as a home away from home for law enforcement and emergency workers during times of disaster. The *Jackson County Floridan* provided the story and pictures to WMBB(TV) for broadcast.

April 13, 2006

Student drug testing results. Five students test positive for drugs after Jackson County administers a new policy to randomly test students who are involved in extra-curricular activities. WMBB(TV) and the *Jackson County Floridan* worked together to generate the story for television viewers and newspaper readers.

April 17, 2006

Benjamin Cowherd homicide
Body of Benjamin Cowherd found floating in the Chipola River in Marianna. Authorities are still looking for answers in the 2005 unsolved murder. WMBB(TV) provided the information on the story to the *Jackson County Floridan*.

May 4, 2006

ACI Inmate Stabbing. Police say an inmate at the Apalachicola Correctional Institute is stabbed to death by a dorm mate. Story provided to WMBB(TV) by the *Jackson County Floridan*.

May 15, 2006	School bus runs on vegetable oil. Jackson County students convert a bus to run on used vegetable oil instead of diesel. The <i>Jackson County Floridan</i> let WMBB(TV) know about the story and WMBB(TV) was able to send a reporter to cover it.
June 20, 2006	New distribution center opening in Marianna. Construction begins on the Arizona Chemical distribution center. WMBB(TV) and the <i>Jackson County Floridan</i> worked in conjunction with one another to complete the story.
June 28, 2006	Railroad killer. Death row inmate interviewed the day before his execution in connection with a 15-year-old unsolved murder of a woman and her daughter in Marianna. WMBB(TV) reporter Ashley Roberts reported live from the <i>Jackson County Floridan</i> .
July 7, 2006	Meinzer murder. Jackson County man found murdered in a North Florida motel. WMBB(TV) and the <i>Jackson County Floridan</i> worked together to investigate and deliver this story.
August 10, 2006	Wild Kingdom Park locates in Holmes County. Rumors about park not coming to Holmes County are cleared

up. WMBB(TV) reporter Chris Mitchell provided his story to the *Jackson County Floridan* who ran it in the paper the following day.

August 15, 2006 Sellers sentenced.
Jackson County woman Layra Sellers convicted in the death of a 5-year-old boy. The *Jackson County Floridan* provided the story and pictures from the courtroom for WMBB(TV) to broadcast.

August 17, 2006 Stabbing Death. A man is stabbed to death in Jackson County after an argument, according to police. WMBB(TV) and the *Jackson County Floridan* worked together on this story.

2005

March 17, 2005 Baker Murders. A mother and three of her children are found dead in their Marianna Apartment. The *Jackson County Floridan* called WMBB(TV) to inform them about the incident. Both media outlets worked together to present the story.

March 22, 2005 Baker News Conferences. Police release new details in the murder of a woman and her three young sons. Investigators say she was shot to death and that duct tape contributed to the deaths of the boys.

They also released
information on a reward.
WMBB(TV) and the *Jackson
County Floridan*
collaborated on the story.

April 1, 2005

Murder suspect interview
(Wesley Williams). The
father of two of the young
boys who were killed in
the quadruple murder at
the Marianna apartment
talks exclusively to
WMBB(TV). WMBB(TV)
reporter Ashley Roberts
provided a report to the
Jackson County Floridan
for publication in the
newspaper.

May 5, 2005

Lavon Baker lie detector
test. The father of the
young woman who was
murdered along with her
three sons takes a lie
detector test as part of
the investigation. He
talks about how hard it
has been for him since the
murders. He also tells
WMBB(TV) about losing
custody of the only
survivor of the brutal
attack, his granddaughter.
DCF removed her from his
home. WMBB(TV) reporter
Ashley Roberts shared
information with the
Jackson County Floridan.

June 14, 2006

Special Election Florida
House District 7.

Elected Florida House
District 7 representative
Dave Coley died just
months after being
elected. A special

election was called to replace him. WMBB(TV) and the *Jackson County Floridan* worked together to provide information on the election to viewers and readers.

July 9-11, 2005

Hurricane Dennis coverage. WMBB(TV) broadcast numerous live reports from the *Jackson County Floridan's* Marianna newsroom, including interviews with representatives from the Jackson County Sheriff's Department and Emergency Operations Center.

July 29, 2005

Baker News Conferences. Authorities call a news conference to discuss the progress in the murder of a young mother and her three children. WMBB(TV) and The *Jackson County Floridan* worked together to cover story.

August 9, 2005

Chipola Audit. A state audit of Chipola College reveals some serious problems including more than \$88,000 in termination payments to its former president. The *Jackson County Floridan* provided information to WMBB(TV) from an interview they did with the former president of Chipola College. The information was included in WMBB(TV)'s broadcast.

October 27, 2005	Student social security numbers exposed at Chipola College. Officials at Chipola College say an employee placed an electronic copy of student identification photos along with social security numbers in an improper location on the college computer network possibly exposing them to ID theft. The <i>Jackson County Floridan</i> alerted WMBB(TV) to the story and WMBB(TV) was able to send a reporter to cover the news.
October 31, 2005	Caravan restaurant closing. Long-time staple in Jackson County community closes after 40 years. The <i>Jackson County Floridan</i> provided information to WMBB(TV) so that the station could cover the story.
November 16, 2005	Jackson County telephone scams. The Jackson County Sheriff's Office says a company is calling residents trying to get bank account information from them. WMBB(TV) reporter Ashley Roberts reported live from the <i>Jackson County Floridan</i> newsroom.

December 16, 2005	Jackson County Cold Case. Man indicted on 20-year-old murder case. WMBB(TV) and the <i>Jackson County Floridan</i> collaborated to report the story.
December 16, 2005	Benjamin Cowherd homicide. Story is a follow-up to the Benjamin Cowherd murder investigation. Cowherd was found floating in the Chipola River. WMBB(TV) and the <i>Jackson County Floridan</i> worked together on the story.
December 5, 2005	Body Found. Man's body found floating in the Chipola River. Jackson County Sheriff's Office says they are investigating as a homicide. WMBB(TV) and the <i>Jackson County Floridan</i> pooled resources for reports broadcast on the station and printed in the paper.

2004

April 21, 2004	Gadsen County homicide with four victims. The <i>Jackson County Floridan</i> tipped off the station to this story and provided information.
April 26, 2004	Indictment of suspect for hitting his attorney. The <i>Jackson County Floridan</i> provided the station with information and pictures.
May 3, 2004	Assault of police officer. The <i>Jackson County</i>

Floridan provided the station with information and mug shot.

May 5, 2004	Announcement of Deployment of National Guard 144 th to Iraq. The <i>Jackson County Floridan</i> tipped off the station to this story.
May 31, 2004	Jackson County Bar fight homicide. The <i>Jackson County Floridan</i> tipped off the station to this story, and a WMBB(TV) reporter went to the site to cover and shoot the story.
June 9, 2004	Departure of National Guard 144 th . The <i>Jackson County Floridan</i> tipped off the station to this story.
June 15, 2004	Discovery of dead baby in trunk. The <i>Jackson County Floridan</i> tipped off the station to this story and a WMBB(TV) reporter went to the site to do the report.
July 15, 2004	Graceville hospital's financial difficulties. The <i>Jackson County Floridan</i> provided the station with information and photographs of the hospital.
July 20, 2004	Sentencing in domestic homicide. The <i>Jackson County Floridan</i> provided the station with information and photography.

July 28, 2004	Fatal automobile accident. WMBB(TV) called the <i>Jackson County Floridan</i> to tell them about this story.
July 30, Aug. 2-3 2004	Travel of National Guard 144 th to Ft. Bragg, North Carolina, and then to Kuwait. A reporter from WMBB(TV) and a reporter and photographer from the <i>Jackson County Floridan</i> traveled to North Carolina to cover deployment of this contingent of local troops.
July 30, 2004	Drug bust in Jackson County. The <i>Jackson County Floridan</i> tipped off the station to this story and a WMBB(TV) reporter went to the site to do the report.
August 3, 2004	Announced closing of call center. The <i>Jackson County Floridan</i> tipped off the station to this story.
August 31, 2004	Jackson County's unopposed political races. The <i>Jackson County Floridan</i> helped the station compile information on the candidates.
September 1, 2004	Discovery of Jackson County homicide victim's body. The <i>Jackson County Floridan</i> provided the station with information and mug shot.

September 2, 2004 Police search for homicide suspect. The *Jackson County Floridan* provided the station with a description of the suspect.

September 3, 2004 Issuance of warrant for homicide suspect. The *Jackson County Floridan* provided the station with mug shot.

September 9, 2004 Arrest of homicide suspect. The *Jackson County Floridan* provided the station with information and photography.

September 14-15, 2004 Hurricane Ivan coverage. WMBB(TV)'s weekend anchor went live from the *Jackson County Floridan* to show viewers the backup bureau should the station's main studio be damaged or evacuated. In addition, as tornadoes hit the viewing area, WMBB(TV) reporters went live from Marianna several times to provide updates.

September 28, 2004 Vehicle and dump truck collision. The *Jackson County Floridan* provided photography.

October 13, 2004 Controversy over political ads for the State Attorney race. One candidate accused the other of slanderous ads, and WMBB(TV) and the *Jackson County Floridan*

	collaborated on a special report.
October 14, 2004	527 group ads. WMBB(TV) and the <i>Jackson County Floridan</i> collaborated on a special report.
October 29, 2004	Human remains found inside an abandoned building. The <i>Jackson County Floridan</i> provided photography and WMBB(TV) sent a reporter to the site.
November 10, 2004	Member of National Guard 144 th hospitalized. WMBB(TV) contacted the <i>Jackson County Floridan</i> regarding the story and the two collaborated in their investigation.
November 15, 2004	Arrest of burglary suspect. The <i>Jackson County Floridan</i> provided mug shot.
November 17, 2004	Motorcycle accident. The <i>Jackson County Floridan</i> provided photography.
November 17-19, 2004	School bus accident kills Jackson County girl. The <i>Jackson County Floridan</i> tipped off the station to the story and the two collaborated in their investigation. The <i>Jackson County Floridan</i> also provided the station with an update the following day.
December 3, 2004	Member of National Guard 44 th killed. The <i>Jackson</i>

County Floridan provided photography.

December 20, 2004 Paraplegic murders
stepfather. The station
worked with the *Jackson
County Floridan* on the
investigation.

December 30, 2004 Bribery charges against
Jackson County road
superintendent. The
Jackson County Floridan
helped the station with
details for the story and
obtained a quote from the
superintendent.

EXAMPLES OF WMBB(TV) COMMUNITY OUTREACH INITIATIVES

- 2006
- Polar Plunge for the Special Olympics
 - American Cancer Society Relay for Life
 - The MS Walk
 - The March of Dimes Walk America
 - PCMI Auction
 - Jefferson Awards
 - MDA Labor Day Telethon
 - Big Brothers and Big Sisters Bowl for Kids Sake
 - Florida Sea Food Festival
 - Kids Fest (event was rained out)
 - The Tyndall Air Show
 - Children's Miracle Network Telethon
 - Medicare Part D Seminar with Bay Medical
 - United Way Volunteer Connection
 - MDA Summer Camp and other MDA events
 - Covenant Hospice Mask Parade Gala
 - Local school tours of WMBB studios
 - League of Women Voters Political Forums
 - Kids Safety Festival with Junior Museum
 - Boat Parade of Lights
 - Numerous charity Golf tournaments
 - United Way
 - Heart Ball
- 2005
- American Cancer Society Relay for Life
 - The MS Walk
 - The March of Dimes Walk America
 - PCMI Auction
 - Jefferson Awards
 - MDA Labor Day Telethon
 - Florida Sea Food Festival
 - Kids Fest
 - The Tyndall Air Show
 - Children's Miracle Network Telethon
 - Panhandle Pride
 - United Way Volunteer Connection
 - MDA Summer Camp and other MDA events
 - Local school tours of WMBB studios
 - Red Cross Disaster Fair
 - Boat Parade of Lights
 - Numerous charity Golf tournaments
 - Toys for Kids Drive
 - United Way
 - Bay Education Foundation

-- Heart Ball

2004

-- Anchorage Children's Home
-- Jefferson Awards
-- Council on Aging
-- Tyndall Elementary 5th Grade Recognition Day
-- FSU-PC's Young Writers' Conference
-- Children's Miracle Network Telethon
-- Girls, Inc.
-- "Celebrity reading" in local elementary schools
-- Local school visits to discuss broadcast careers
-- Beach TV's Media Bowling Challenge
-- Special Olympics
-- Seafood Festival
-- Blountstown's Sweetheart Pageant
-- Panama City Marine Institute auction
-- MDA Telethon
-- MDA Jail for Bail charity benefit
-- MDA Karaoke Contest
-- Kidfest
-- March of Dimes Walk-A-Thon
-- Participation in Disaster Preparedness Day at the Panama City Mall
-- United Way
-- Pana Villa/Macedonia Summer Youth Program
-- Acure Candidate Forum
-- Toys for Kids Foundation

2003

-- KinderVision
-- MS Walk
-- "Celebrity reading" in local elementary schools
-- Local school visits to discuss broadcast careers
-- Blountstown's Sweetheart Pageant
-- Junior Museum's Spring Heritage Day
-- Oakland Terrace Elementary School Advisory Board
-- Girls, Inc.
-- March of Dimes WalkAmerica Committee
-- Five-county regional career fair for high school students
-- March of Dimes Harvest Wine Fest Committee
-- Bay County Chamber's Military Affairs Committee
-- Jaycees Christmas Parade
-- Toys for Kids Foundation Toy Drive
-- Gulf Coast Charity Horse Show

- Southeast Body Building and Fitness
Championship
- Children's Miracle Network Telethon (plus
related benefits with celebrity dolphin
trainer and grocery bagging)
- MDA Summer Camp
- WMBB Health Fair at Panama City Mall
- Port St. Joe Scallop Festival
- Shriners Fishing Tournament
- Chautauqua Festival
- Goodwill Fashion Show
- Gulf Coast Women's Club
- Halloween for the Heart
- Kidfest
- Panama City Marine Institute auction
- Christmas Cards for Seniors
- MDA Telethon
- Jefferson Awards